

ARCHIE
SERIES

Archie's Pal

APPROVED
BY THE
COMICS
CODE



PDC

12¢

NOV.

NO.
102

Jughead



DO YOU NEED EXTRA MONEY?

It costs you nothing to try

\$75.00 IS YOURS

for selling only 100 boxes of our Pearl Splendor Christmas Card assortment, \$32.50 for selling 50 boxes, \$15.00 for 25 boxes, etc. You can make a few dollars or hundreds of dollars. All you do is call on neighbors, friends and relatives anywhere in your spare time.

Everyone needs and buys Christmas Cards.

Cut out Business Reply Card below — mail it today — and free samples of personalized Christmas Cards and stationery — plus other leading boxes will be sent you immediately on approval for 30 day free trial with full details of our easy money-making plan. No experience necessary.

IT COSTS YOU NOTHING TO TRY

Last year some folks made only \$25 to \$50 while others made \$150 — \$250 — \$500 and more selling our entire line of greeting cards. Many church groups, organizations, schools, lodges, etc. do this year after year. Everybody buys Christmas cards.

Fill in Name And Address On Reply Card Below—CUT OUT AND MAIL TODAY—No Stamp Necessary

FROM:

Your Name _____
Address _____
_____ Apt. No. _____
City _____ Zone _____ State _____

FIRST CLASS

PERMIT No. 589

White Plains, New York

BUSINESS REPLY MAIL

NO POSTAGE STAMP NECESSARY IF MAILED IN THE UNITED STATES

POSTAGE WILL BE PAID BY

CHEERFUL CARD COMPANY

White Plains, New York

Dept. H-7



PEARL SPLENDOR CHRISTMAS ASSORTMENT
21 really deluxe cards
Excitingly different



CHRISTMAS GIFT WRAPPING ENSEMBLE
20 gay, colorful large sheets plus matching gift tags. Terrific



HOLY NIGHT CHRISTMAS ASSORTMENT
21 reverently beautiful cards with appropriate sentiments and Scripture Verses. An outstanding box



TRULY CHARMING ALL OCCASION ASSORTMENT
21 distinctive cards of rare beauty. Tremendous appeal



WINTER BEAUTY CHRISTMAS ASSORTMENT
21 exquisite cards with an original artistic use of color. Stunning



DAINTY BLOSSOMS STATIONERY ENSEMBLE
Dainty raised design on rich vellum with charming ribbon tie. Just lovely



FREE SAMPLES
PERSONALIZED
CHRISTMAS CARDS
and STATIONERY

CUT OUT
BUSINESS REPLY CARD
AT RIGHT
FILL IN AND MAIL TODAY
No Stamp Necessary

CHEERFUL CARD COMPANY
Dept. H-7, White Plains, New York

Cut Along Dotted Line — Mail Today

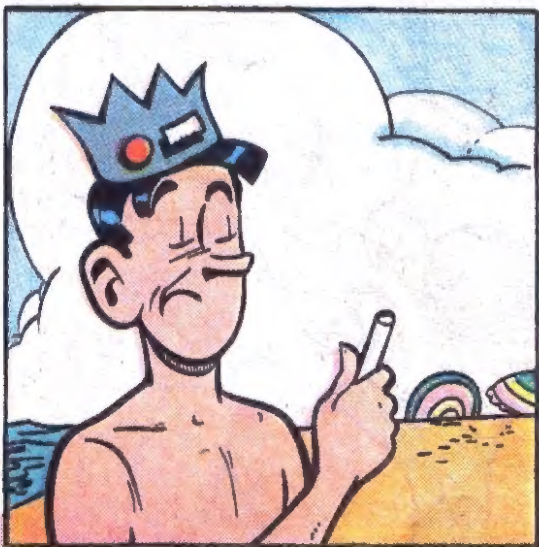
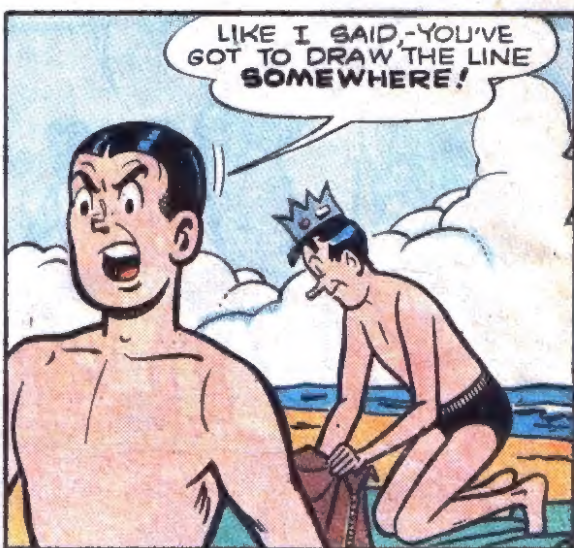
Jughead

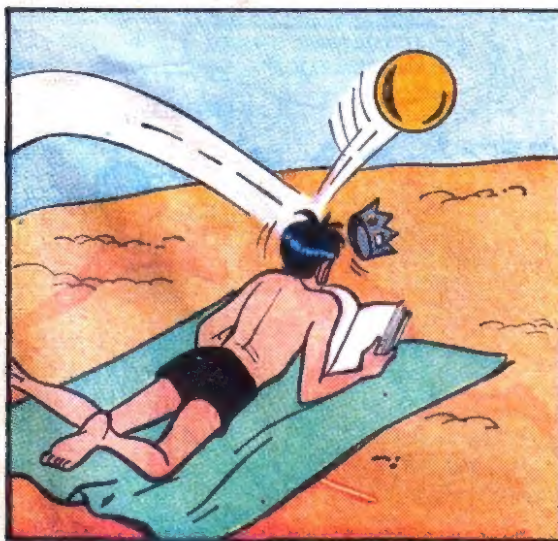
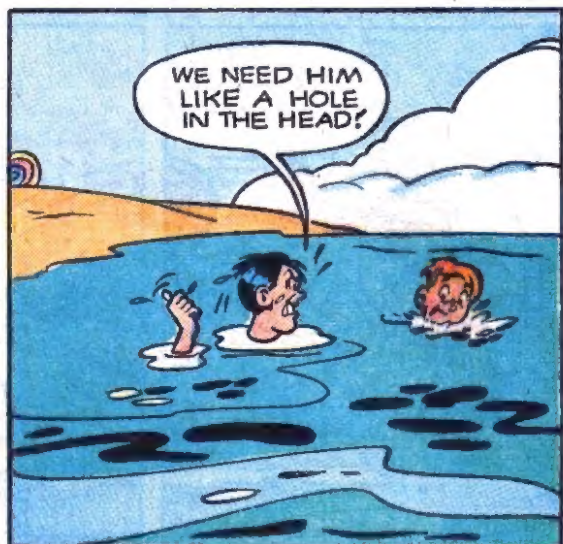
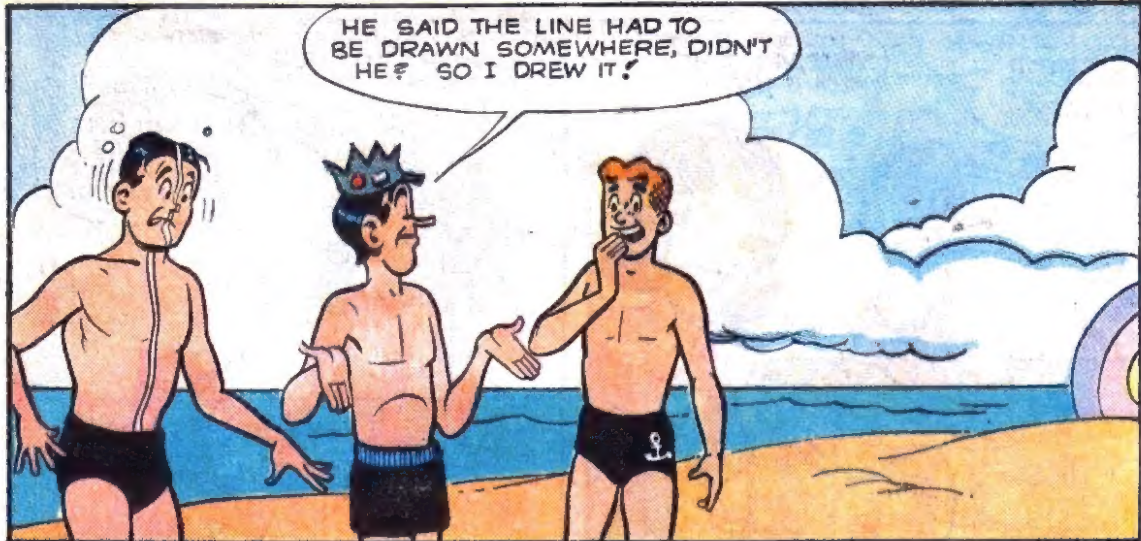
IN "Ladies
Flan!"

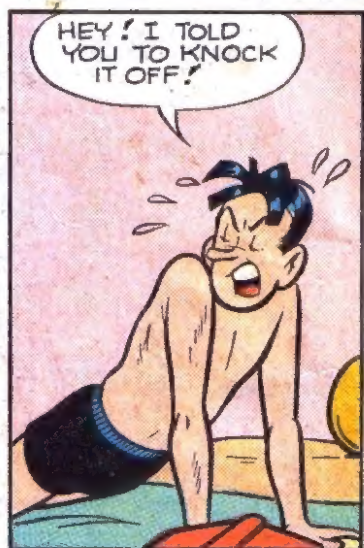
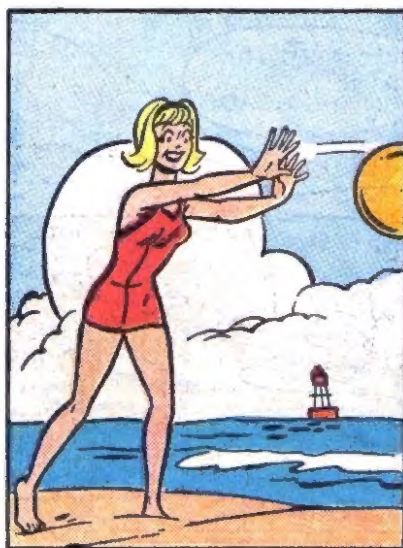
ARCH, LET'S FACE IT,
YOUR BUDDY, THERE, IS
KILLING OUR CHANCES
OF MEETING SOME OF
THIS BEAUTIFUL FLUFF
AROUND HERE!

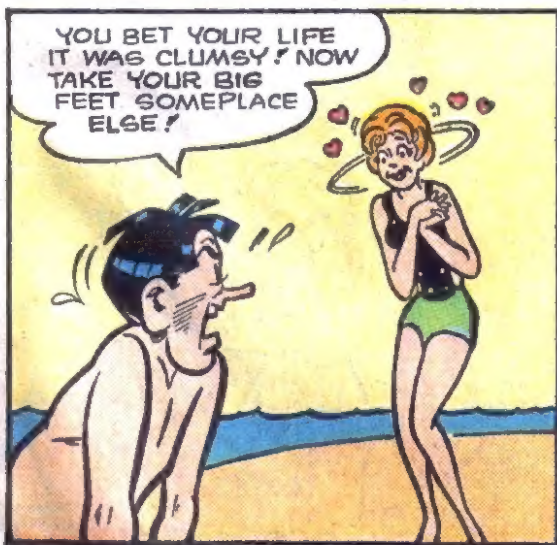
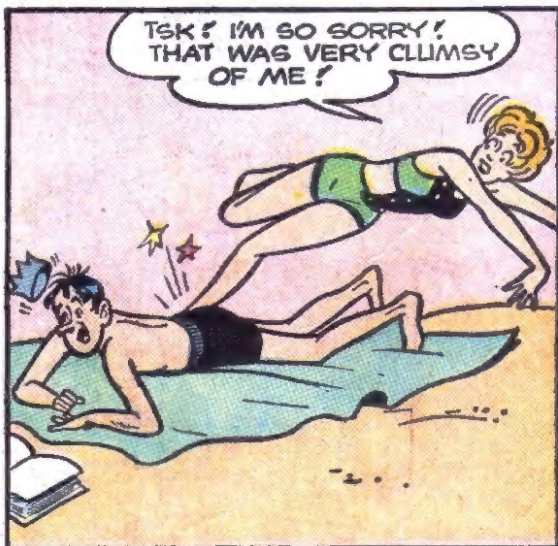
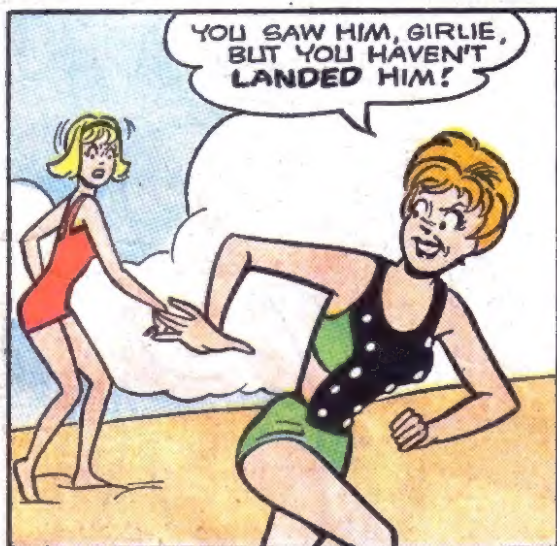


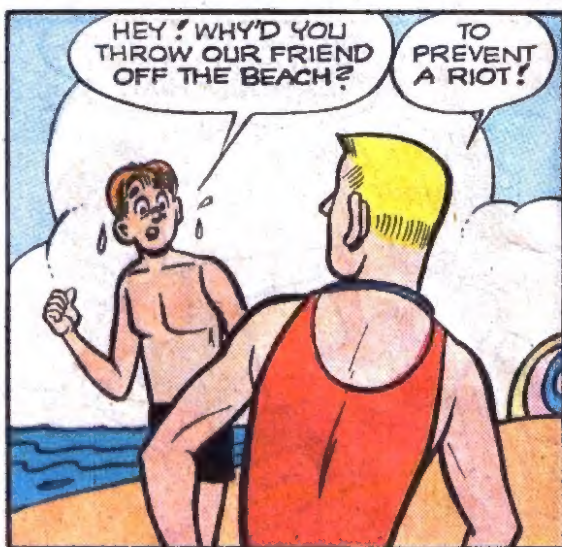
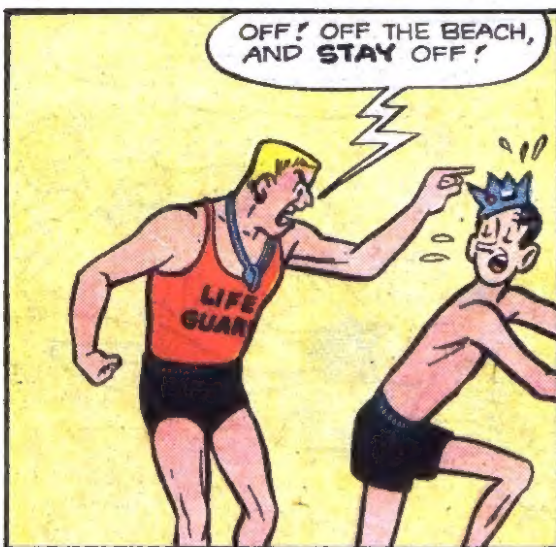
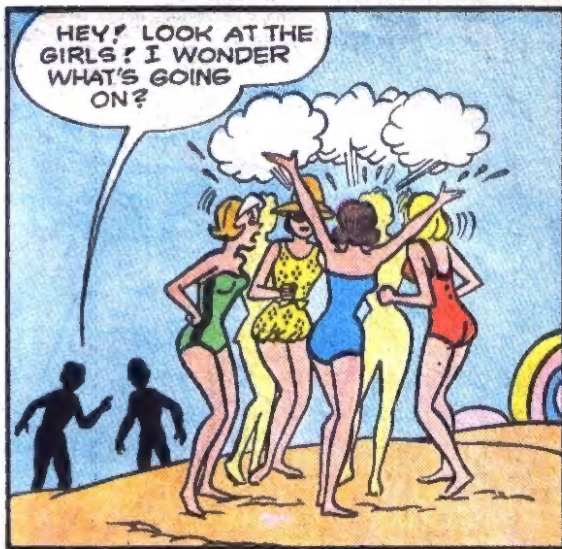
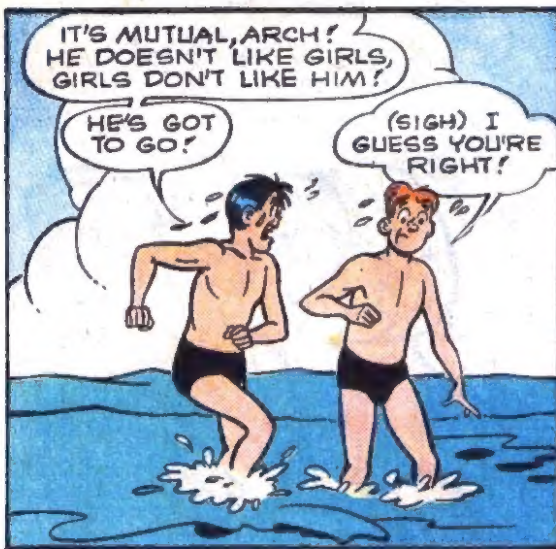
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BILLY
WINS
WITH
BENDIX





BILLY NEVER LOSES A RACE SINCE HE GOT HIS NEW BIKE!

I DIDN'T THINK THAT THERE COULD BE THAT MUCH DIFFERENCE BETWEEN BIKES.



IT'S NOT THE BIKE, SUE. IT'S THE BENDIX AUTOMATIC THAT I ORDERED FOR IT. I CAN TAKE OFF FASTER, SHIFT GEARS FASTER, JUST BY BACK-PEDALING TWO INCHES, AND I CAN STOP ON A DIME IF I HAVE TO!

THAT'S NEAT, BILLY!



THAT'S NOT ALL, EITHER. SEE, THE BENDIX AUTOMATIC HAS NO CABLES TO KINK OR BREAK. NOTHING TO GO WRONG, AND THEY PUT THREE RED STRIPES ON IT SO YOU KNOW IT'S A BENDIX!

SOUNDS GOOD TO ME. I THINK I'LL ASK DAD TO ORDER A BENDIX® AUTOMATIC TRANSMISSION AND POWER BRAKE ON THE NEW BIKE HE SAID I'D GET FOR CHRISTMAS.

ME TOO!

MAIL THIS COUPON FOR A FREE FOLDER ON THE BENDIX AUTOMATIC



THE BENDIX CORPORATION
ECLIPSE MACHINE DIVISION
ELMIRA, NEW YORK

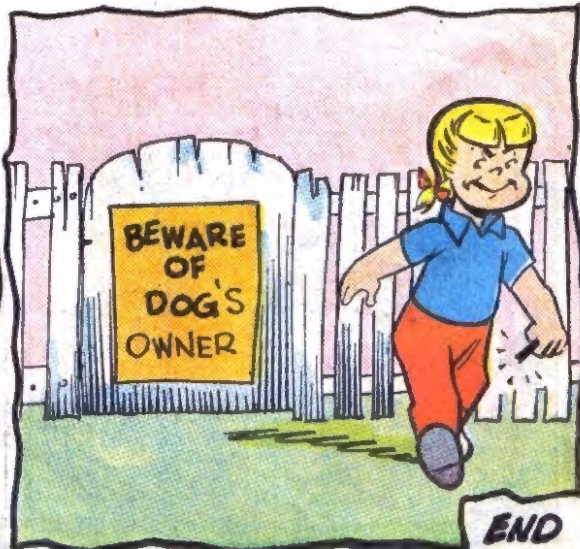
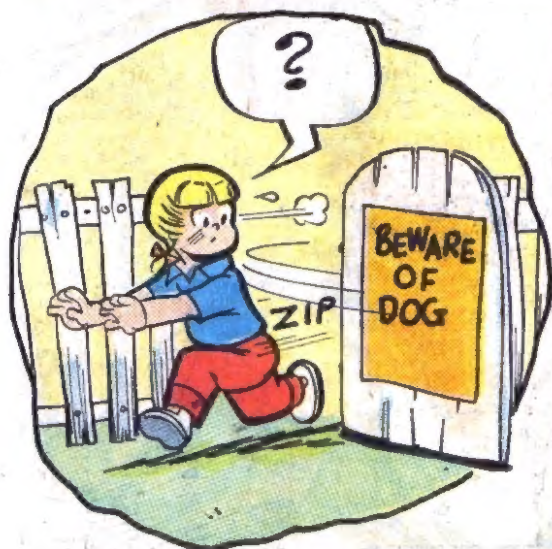
NAME (PLEASE PRINT) _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

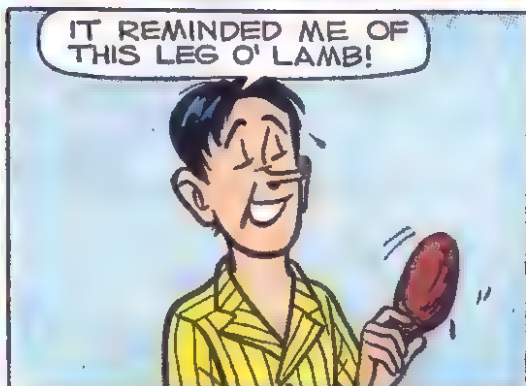
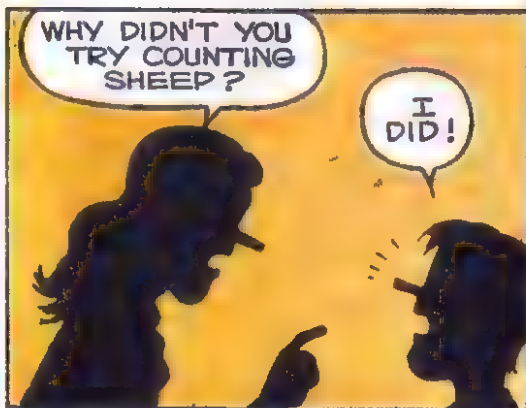
JIMMY

MIND THE SIGN



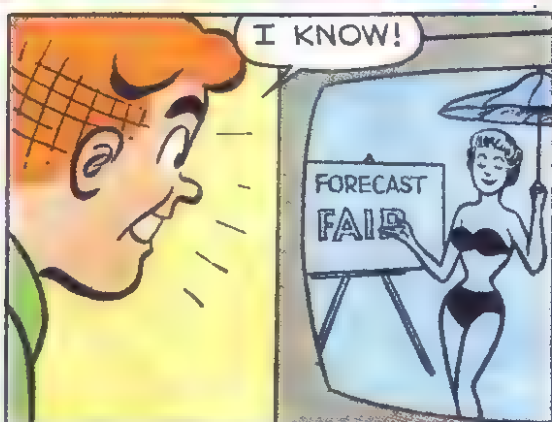
Jughead

"LAMB LAMENT"



Archie

"FAIR ENOUGH"



**New
Improved**

AMERICA'S MOST EXCITING WAR GAME

**ONLY
\$1.00
PLUS
POSTAGE**

TASK FORCE

REG. U.S. PATENT OFFICE

2 GIANT BATTLEFIELDS a total size of 3 square feet.
(Islands in the Pacific Ocean beautifully colored.)

88 PIECE TASK FORCE IN GRAY & GREEN
4 AIRCRAFT CARRIERS 24 PLANES
4 DESTROYERS 8 LANDING BARGES
4 BATTLESHIPS 4 HEADQUARTERS
16 TANKS WITH MOVEABLE TURRETS
24 P.L.C. BOXES

These unbreakable 3-D metallic plastic ships are superbly scaled and each is realistically proportioned to the great battleships. (The rest only are shown below.)

375 RED MARKERS—enough to record the most savage bombings and shelling.

Simple directions etc. for 2 or 4 players, from 8 to 80 who enjoy being armchair generals.

HELEN OF TOY, CO. NO C.O.D.'s
COMMACK, N.Y., Dept. 254-AS1

88 TOYS ONLY—75c ppd. ☐

BOTH!! Complete game and 88 extra toys
(total of 176 toys)—\$2.00 ppd. ☐

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

Canadians: Both, 2.20 cash or Int'l Postal M.O.

Tension runs high as a big full scale battle looms with all elements participating on land, sea and air. The team best able to strategically place his forces and direct his firing will be the only battle survivor! There is no imagination necessary here!! You get the equipment, the battlefield and the rules on how to Locate, Occupy and Destroy the enemy. It is actually played and tremendously enjoyed by members of our real Armed Forces.

HELEN OF TOY, CO. NO C.O.D.'s
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PLEASE RUSH me... complete TASK FORCE game(s) for which I am enclosing \$1.00 plus 25c for postage and handling for each game I have ordered. If I am not completely satisfied I may return it within 10 days for a full refund.

NAME _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

CANADA: \$1.40, ENGLAND: 10/—, AUSTRALIA: 13/— Cash or International Postal M.O.

132 2 Complete Modern
Navies in Gray and Green
PIECES SCALED IN 3-D
ALL PLASTIC - UP TO 5" LONG
Numerically classified below

NUCLEAR NAVAL BATTLE GAME!!

An action packed thrill a minute game. Each Commander maneuvers every ship with authentic tactics and controls sonar, mine laying, torpedo runs, plane launchings and ship to ship combat.

**A COMPLETE
GAME \$1.50**

**132 PIECE NAVIES
GIANT BATTLE AREA
2 GYRO INDICATORS
SIMPLE DIRECTIONS**

A COMPARISON CHART of the two most powerful Navies in the World - United States and Russia

CONVOY TERROR



FLEET

2 AIRCRAFT CARRIERS* 4 DESTROYERS
12 HEAVY CRUISERS** 8 DESTROYERS*
2 HEAVY BATTLESHIPS 2 LIGHT CRUISERS*
2 DESTROYER PRIGATES**
6 DESTROYER LEADERS*
4 DESTROYER FLIGHTS

AUXILIARIES

30 PLANES 8 MINES 10 P.T. BOATS
2 MINE SWEEPERS 8 MINE LAYERS
20 CARGO SHIPS 12 SUBMARINES**

* Missiles (For toys only see coupon) ** Nuclear

HELEN OF TOY CO. NO C.O.D.
Commack, N.Y. Dept. 254-CAS

Please send me the item(s) I have checked. I have enclosed the correct amount.

☐ 132 TOYS ONLY @ \$1.15
☐ COMPLETE GAME @ \$1.50
☐ Special! Complete game and 132 extra toys
(total of 264 toys) @ 2.50 ppd.

Satisfaction guaranteed or return for full refund within 10 days.

NAME _____

ADDRESS _____

CITY _____ STATE _____

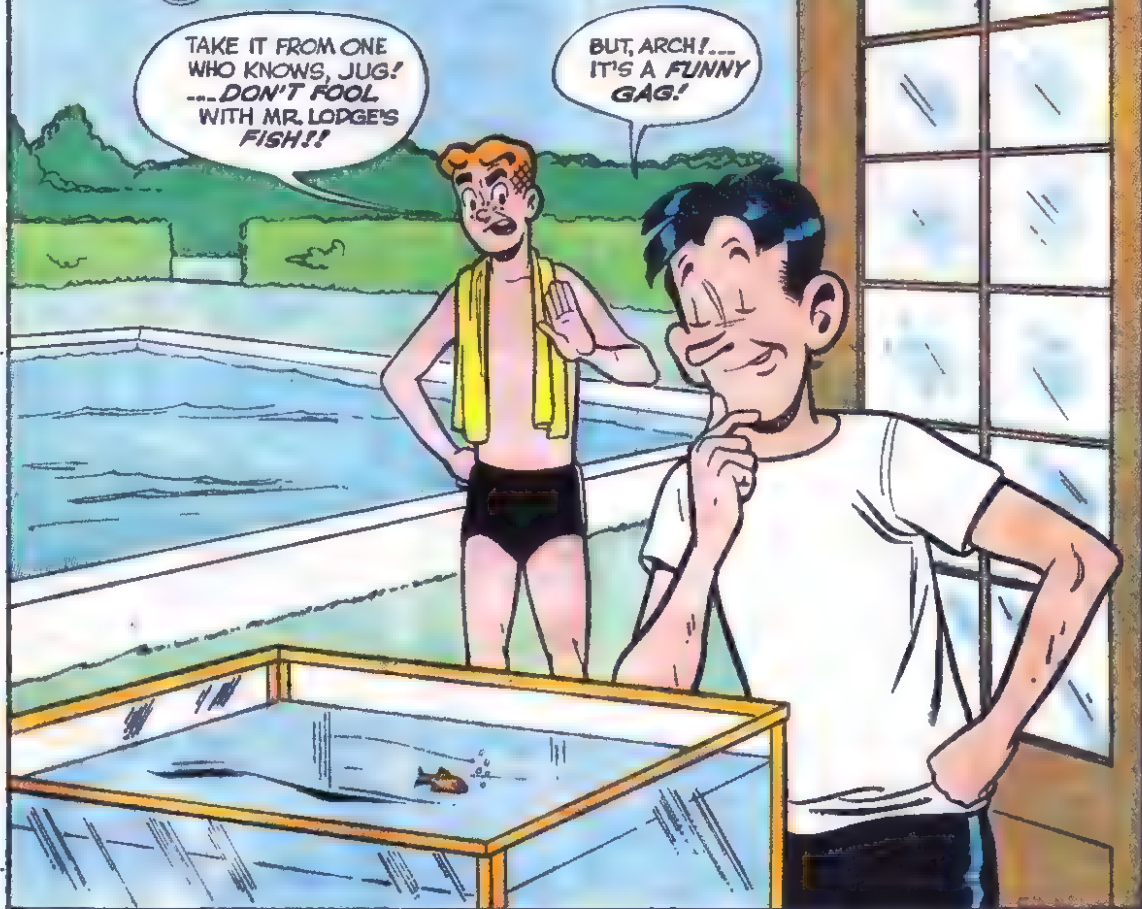
GAME: Canada \$2.00, Eng. 13/—, Aust. 16/—
Cash or International Postal M.O.

Jughead

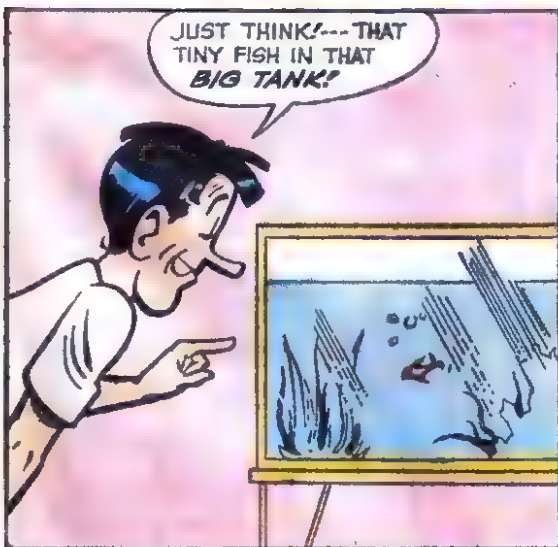
"Finny Fun!"

TAKE IT FROM ONE
WHO KNOWS, JUG!
---DON'T FOOL
WITH MR. LODGE'S
FISH!!

BUT, ARCH!...
IT'S A **FUNNY**
GAG!

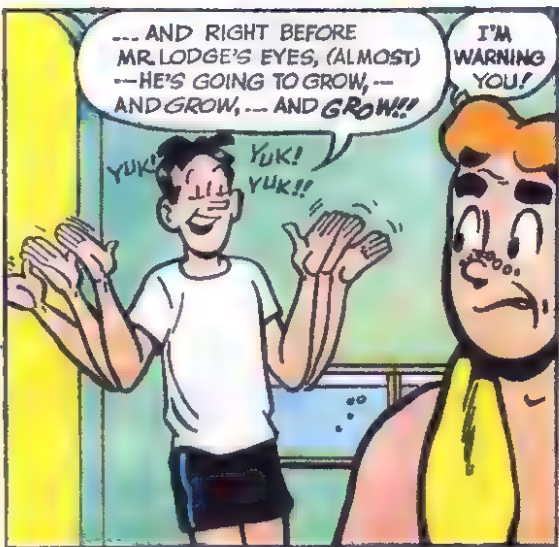


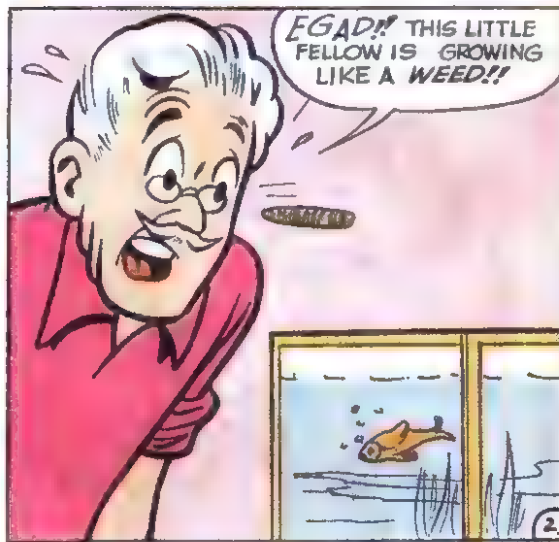
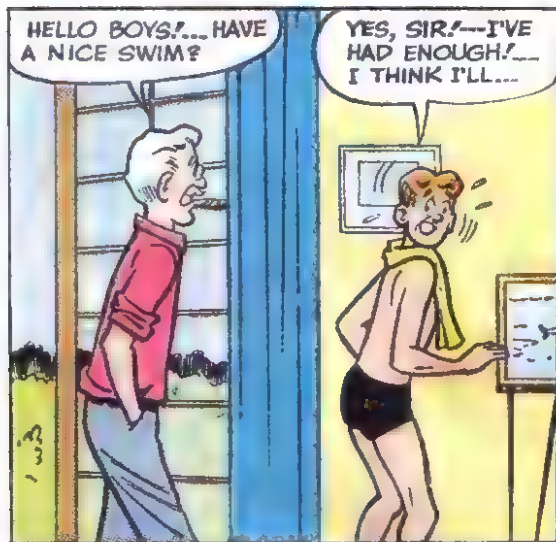
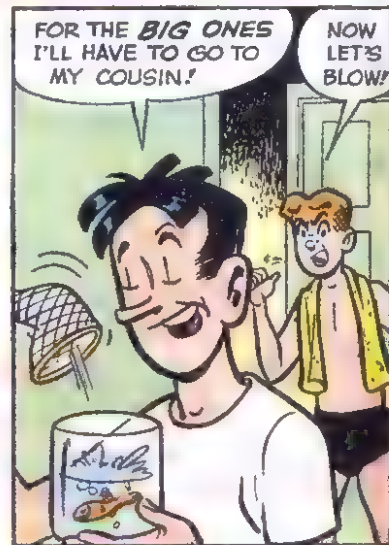
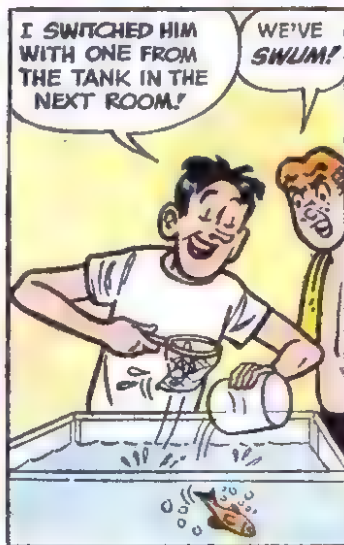
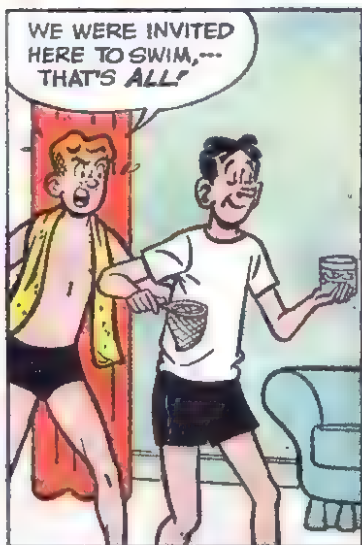
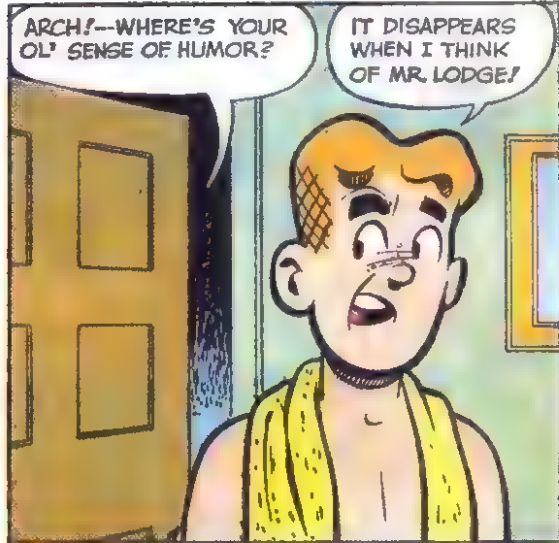
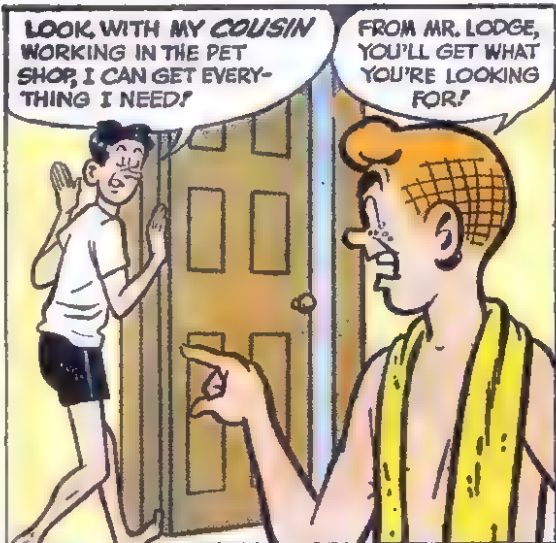
JUST THINK!--- THAT
TINY FISH IN THAT
BIG TANK!

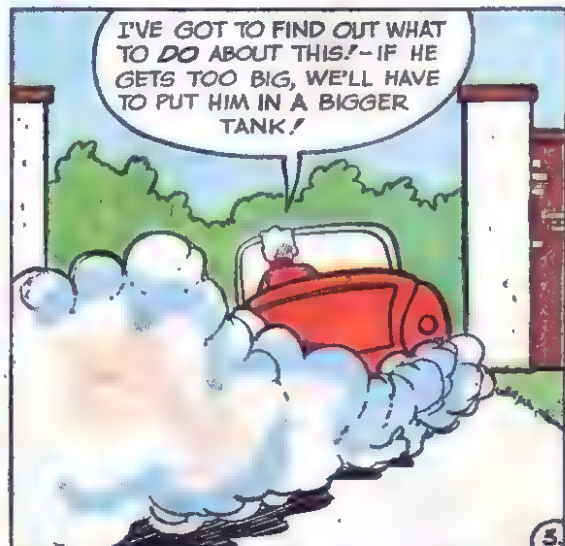
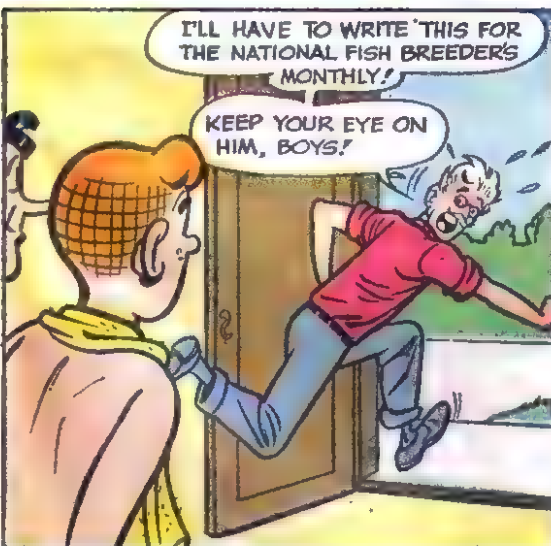
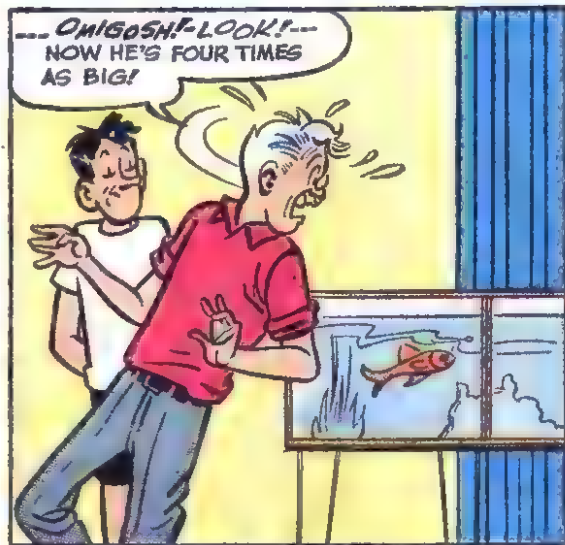
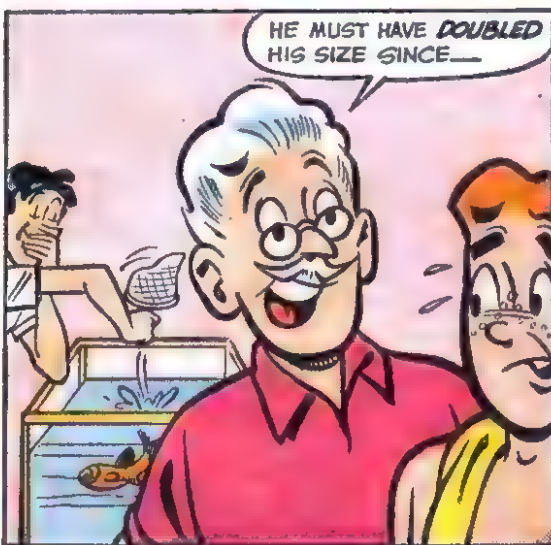
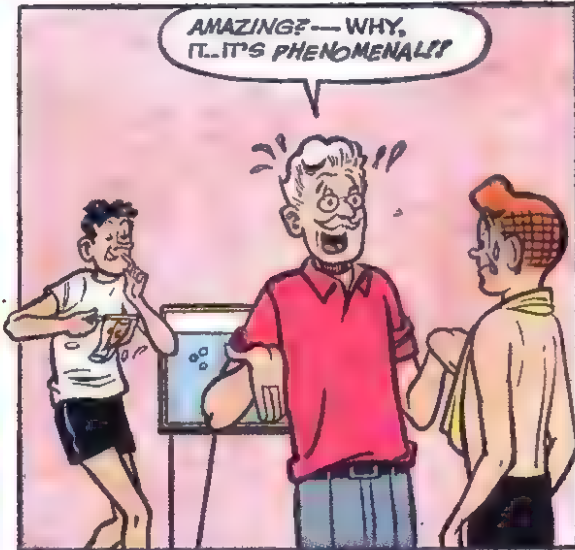


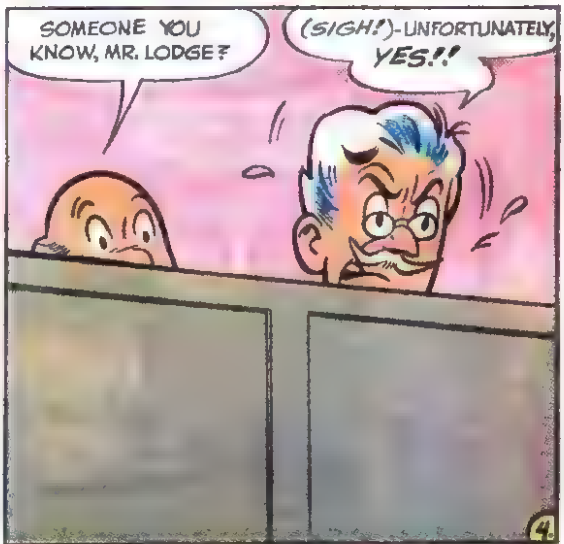
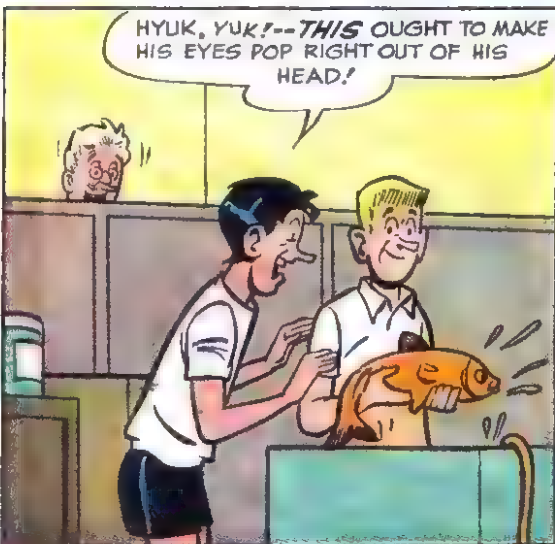
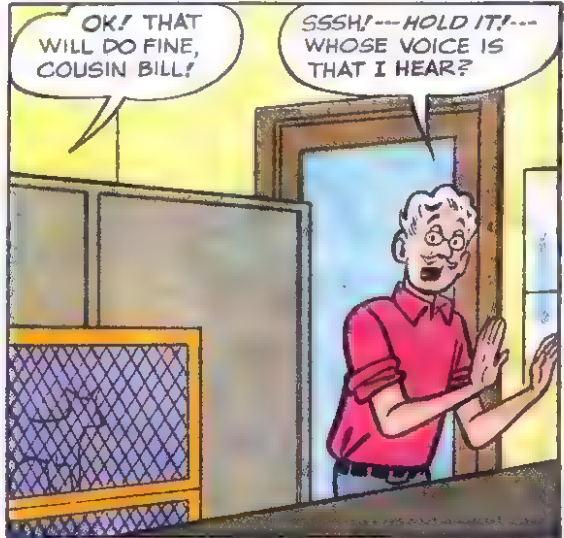
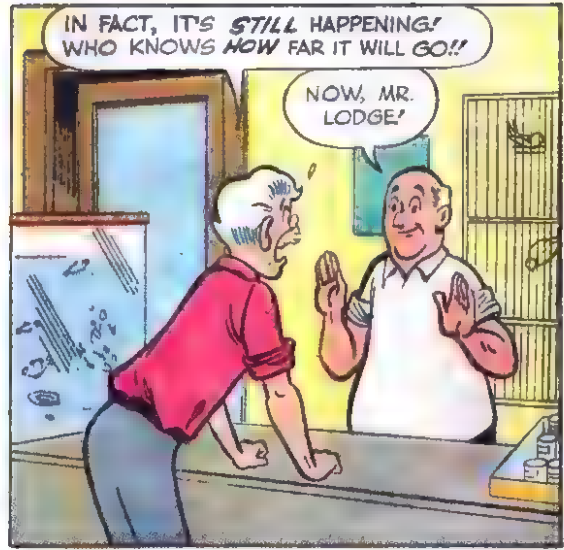
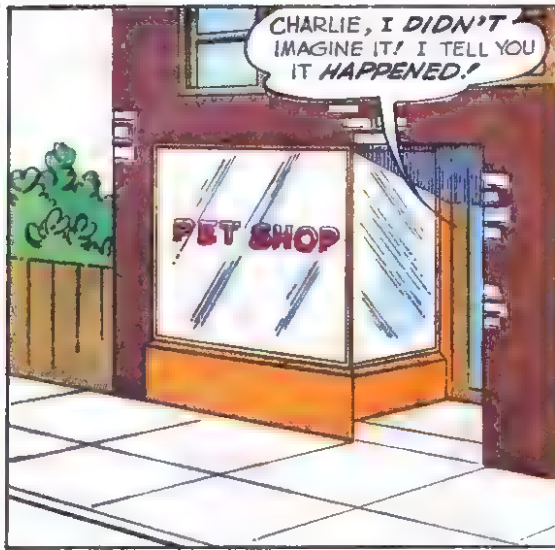
--- AND RIGHT BEFORE
MR. LODGE'S EYES, (ALMOST)
--- HE'S GOING TO GROW, ---
AND GROW, --- AND **GROW!!**

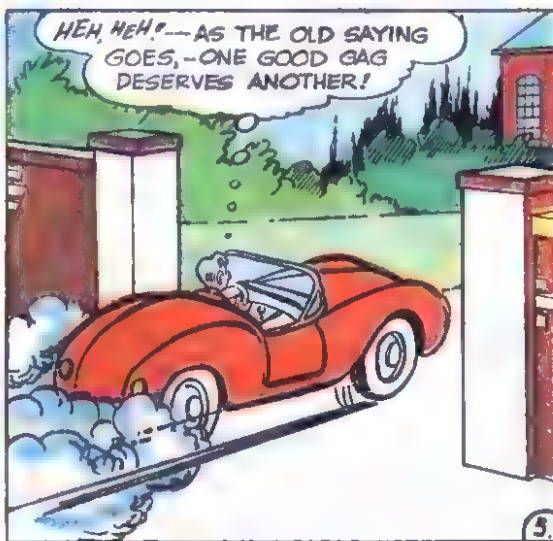
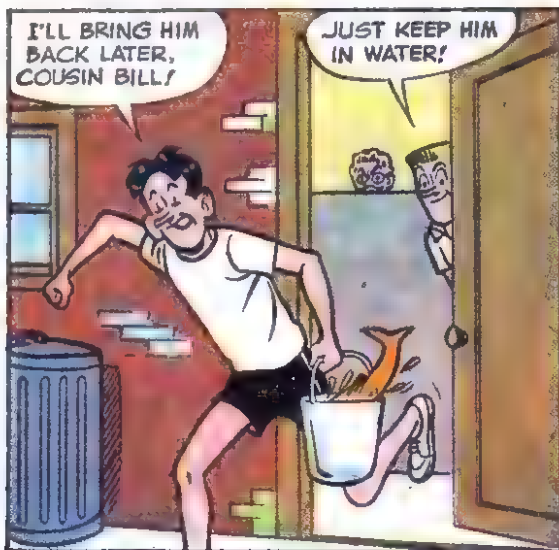
I'M
WARNING
YOU!

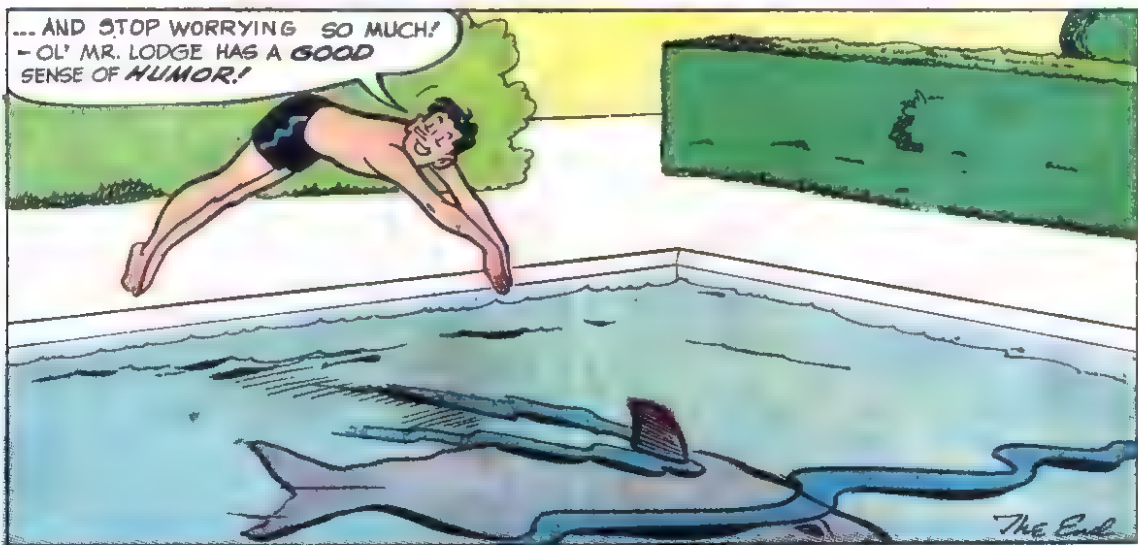
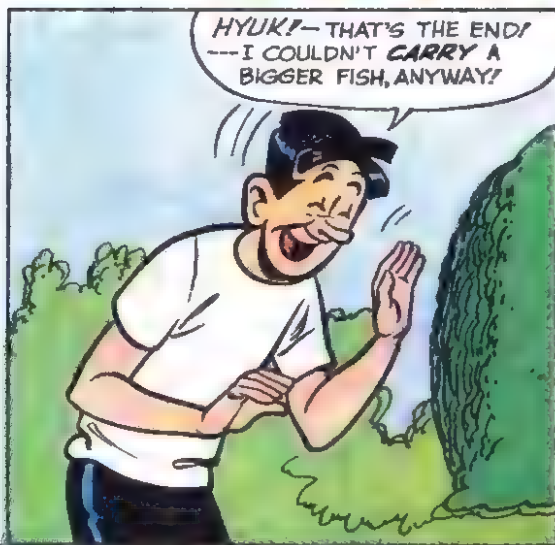






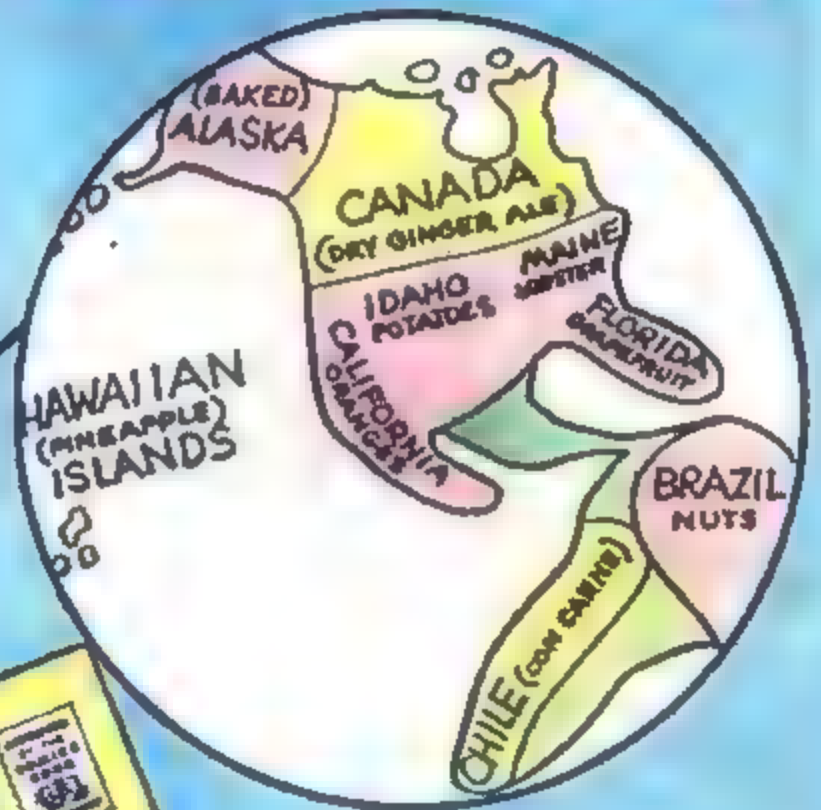






WHAT A WORLD!

IT'S A PLACE WHERE
THINGS HAPPEN!...
CRAZY THINGS THAT
COULD ONLY HAPPEN
IN THE WORLD OF
JUGHEAD!



ARCHIE GIANT SERIES MAGAZINE Presents
**THE WORLD OF
Jughead**

LISTEN! THEY'RE
PLAYING MY SONG!



IT'S A
WORLD OF
LAUGHS!

DON'T MISS LAUGHING
YOUR WAY THROUGH
JUG'S ZANY ADVENTURES
IN HIS LATEST ARCHIE
GIANT SERIES MAGAZINE!

ORDER YOURS **NOW!**

THE WORLD OF JUGHEAD #24
ROOM 603, 241 CHURCH ST.
NEW YORK 13, N.Y.

ENCLOSED PLEASE FIND 25¢ IN COIN (35¢ IN
CANADA) FOR WHICH YOU WILL SEND ME
THE WORLD OF JUGHEAD #24
AS SOON AS IT IS OFF THE PRESSES.

NAME (PLEASE PRINT)

AGE

ADDRESS

CITY

STATE

Jughead

Habit Rabbit!

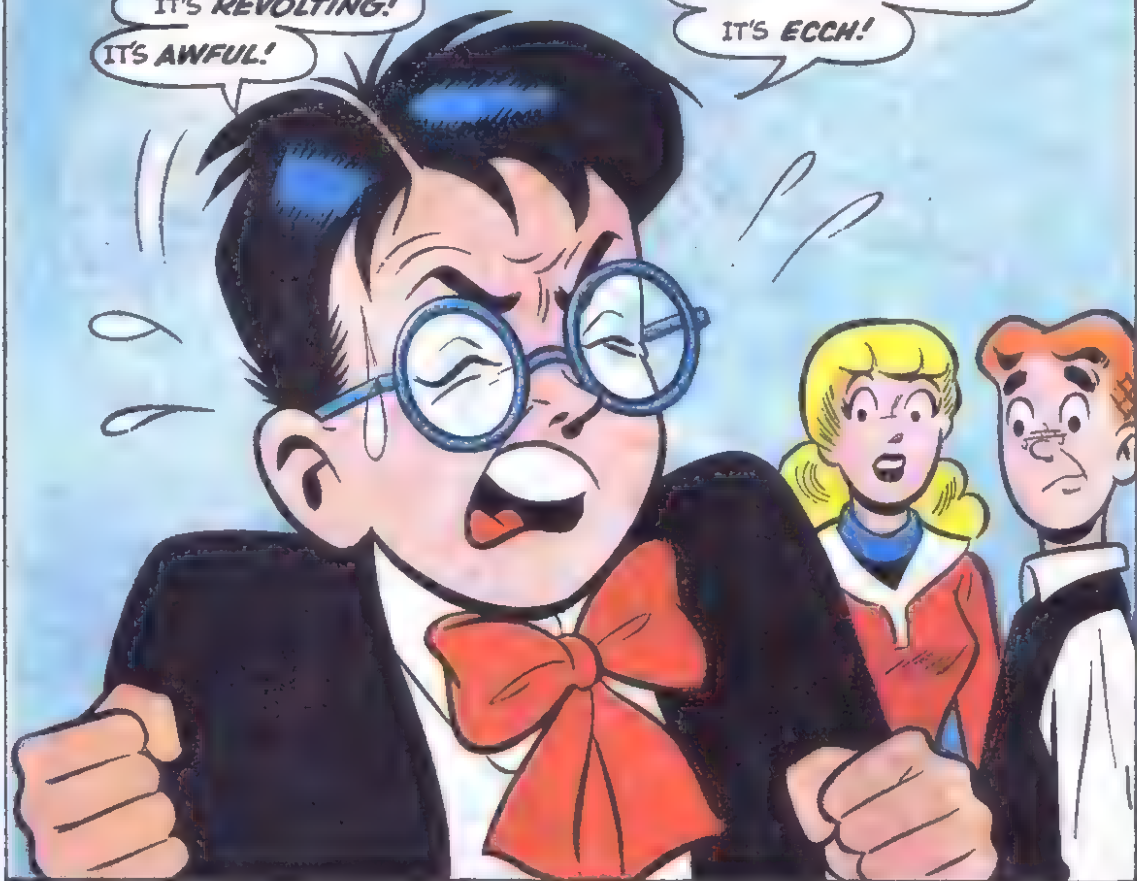
IT'S DISGUSTING!

IT'S REVOLTING!

IT'S AWFUL!

IT'S OBJECTIONABLE!

IT'S ECCH!



SOMETHING SHOULD
BE DONE ABOUT
THAT GUY!

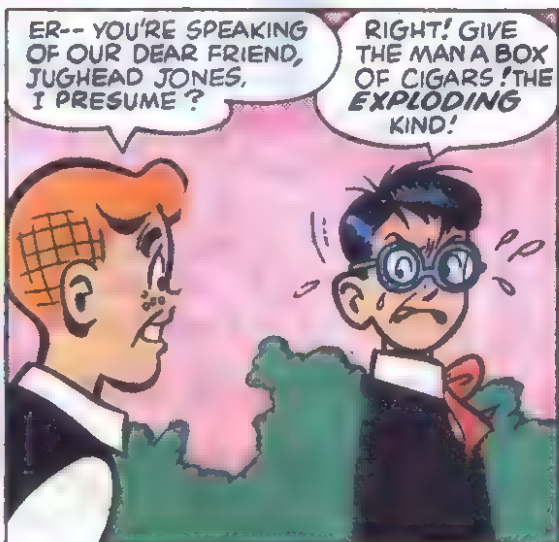
WHO'S
HE
RAVING
ABOUT?

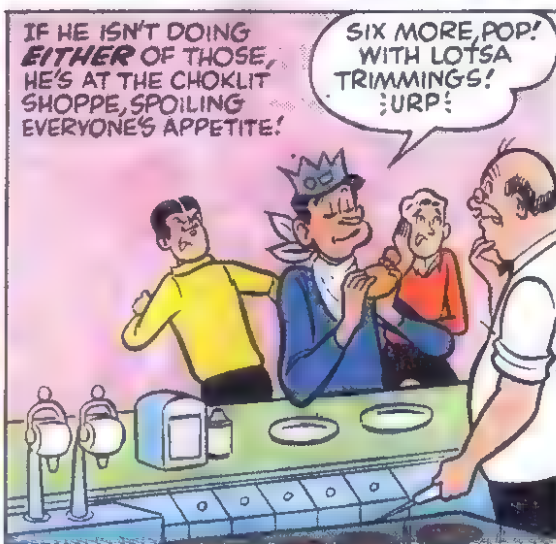
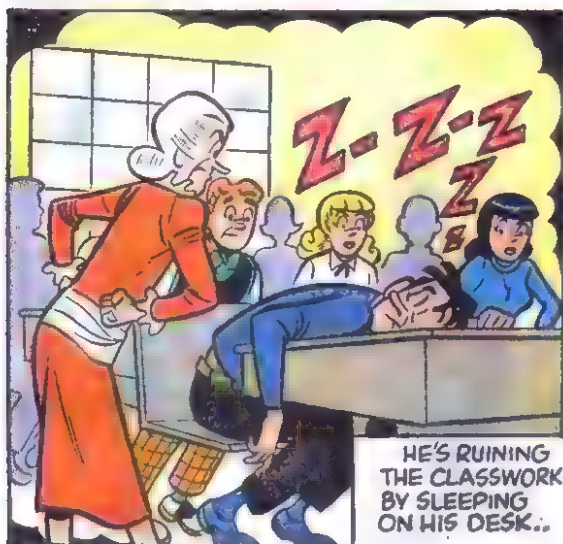
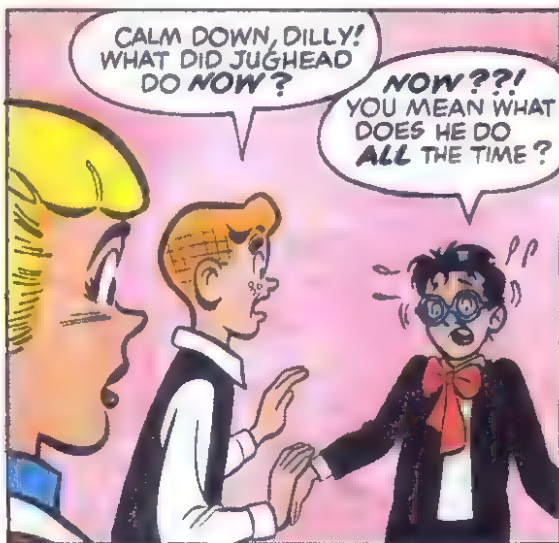
THREE
GUESSES!

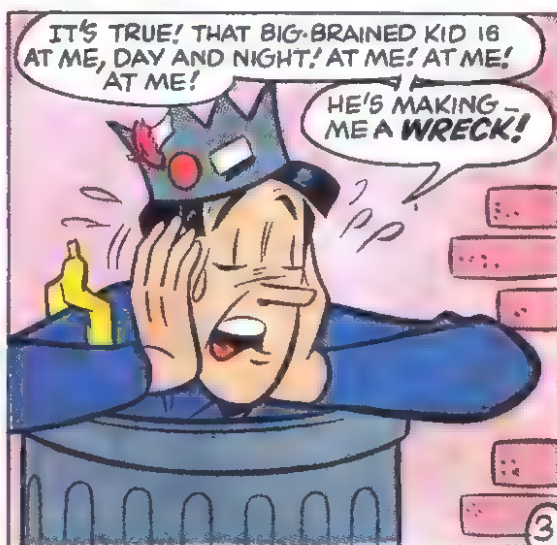
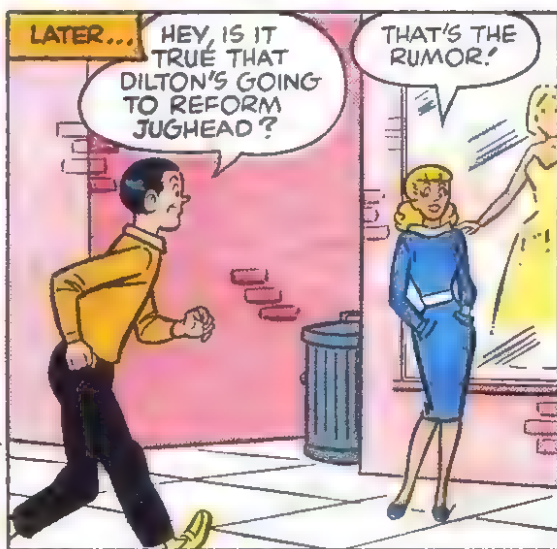


ER-- YOU'RE SPEAKING
OF OUR DEAR FRIEND,
JUGHEAD JONES,
I PRESUME?

RIGHT! GIVE
THE MAN A BOX
OF CIGARS! THE
EXPLODING
KIND!







QUICKLY, THE NEWS SPREADS THROUGHOUT RIVERDALE...

REFORM JUGHEAD? IMPOSSIBLE!
IT WOULD BE EASIER TO
REFORM **KRUSHCHEV!**

POOR
JUGGIE!

I FEEL SORRY
FOR HIM WITH
DILTON ON HIS
TRAIL!

DUH— WHUT'S
WRONG WITH
JUGGIE, ANYWAY?
IN MY BOOK HE'S
A **PERFECT SLOB!**



HEY, REG! HAVE
YOU SEEN JUGHEAD?

YEH— HEADING
NORTH AT 50
MILES AN HOUR,
WITH DILLY
AFTER HIM!



IT'S HOPELESS! HE
DOESN'T HAVE A CHANCE!
DILTON HAS NEVER BEEN
KNOWN TO FAIL YET!

GO
AWAY!



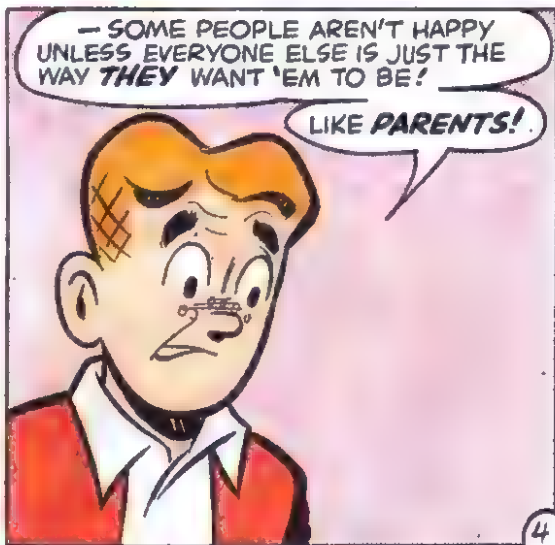
WHY IS DILTON
MAKING SUCH A
FUSS, ANYWAY?

I
DUNNO—



— SOME PEOPLE AREN'T HAPPY
UNLESS EVERYONE ELSE IS JUST THE
WAY **THEY** WANT 'EM TO BE!

LIKE **PARENTS!**



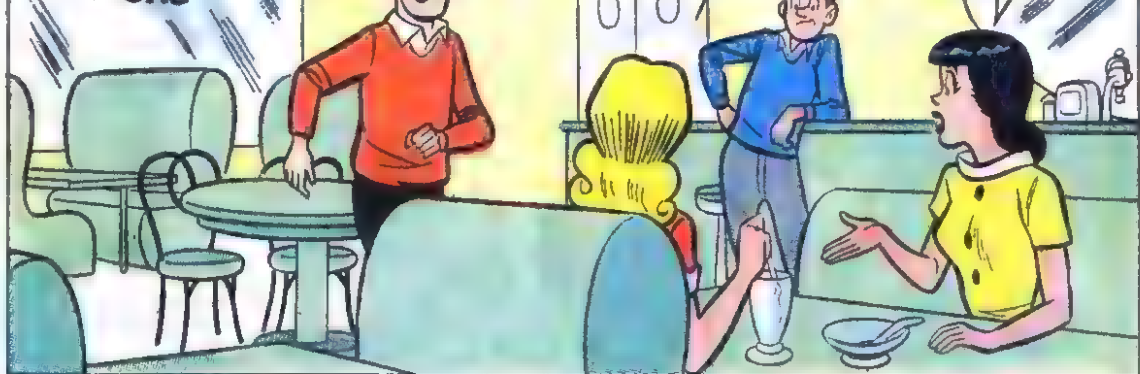
TWO WEEKS LATER...

HEY! HOW'S THE
"GREAT EXPERIMENT"
GOING?

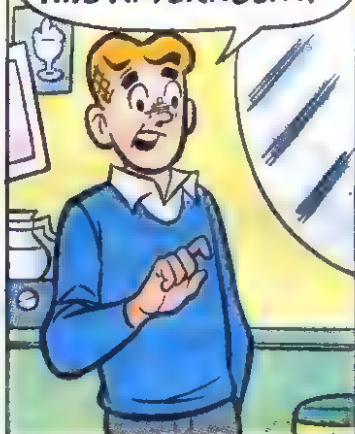
NOBODY
REALLY KNOWS,
REGGIE!

WE HAVEN'T
SEEN EITHER
DILTON OR JUG-
HEAD FOR DAYS
'N' DAYS!

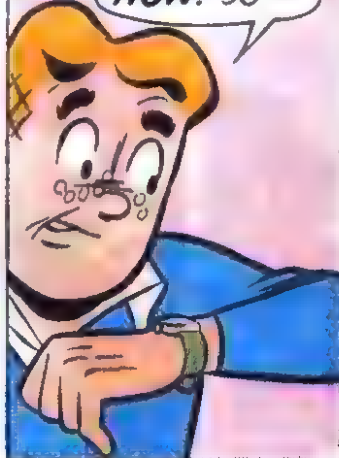
CHOKIT
SHOPE



I HAVE NEWS, GANG!
DILTON PROMISED TO
BRING JUGGIE HERE
THIS AFTERNOON!!



HE SAID 4 P.M.—AND
IT'S EXACTLY 4
NOW! SO—



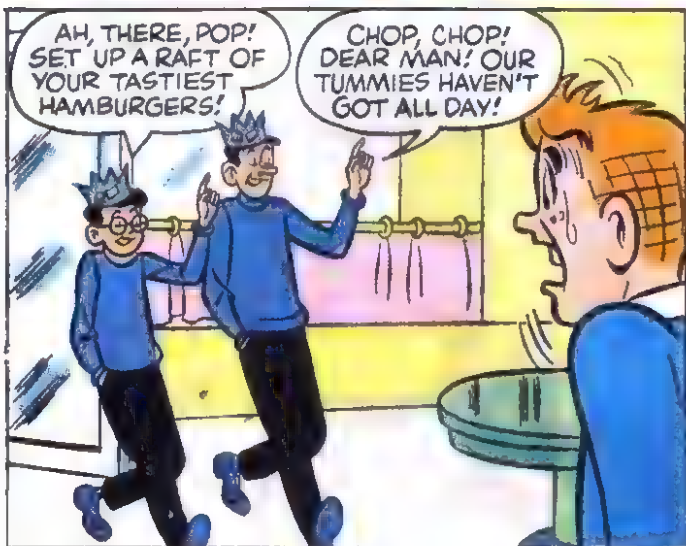
HI,
CHAPS!

HERE
THEY
COME!



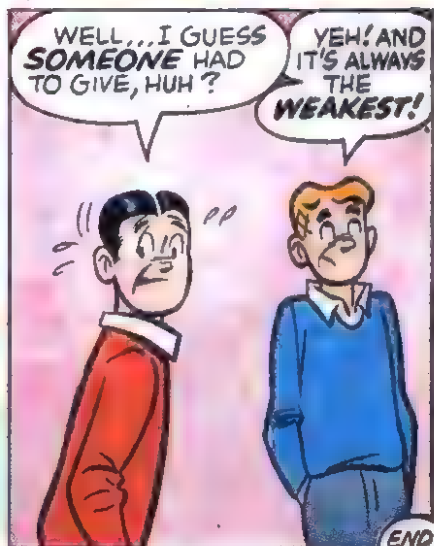
AH, THERE, POP!
SET UP A RAFT OF
YOUR TASTIEST
HAMBURGERS!

CHOP, CHOP!
DEAR MAN! OUR
TUMMIES HAVEN'T
GOT ALL DAY!

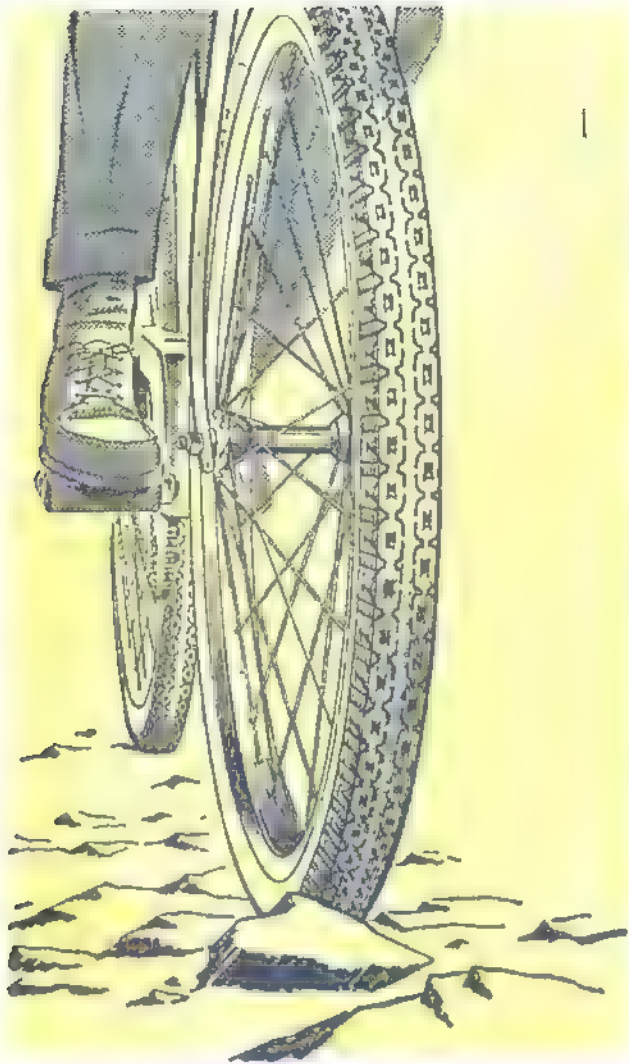


WELL...I GUESS
SOMEONE HAD
TO GIVE, HUH?

YEH! AND
IT'S ALWAYS
THE
WEAKEST!



END



ARCHIE SAYS:



NYLON MEANS STRENGTH

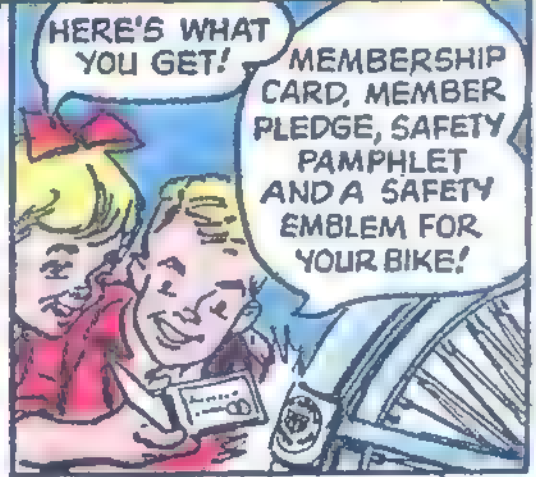
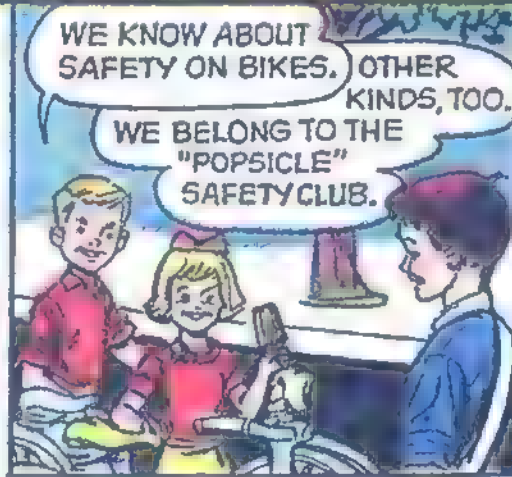
...and all U.S. Royal Bike Tires—like the Chain 175 pictured here—are made with nylon ... three plies under the tread!



U. S. Royal Bike Tires

U. S. Rubber Tire Company
549 E. Georgia St., Indianapolis, Ind.

THE "POPSICLE" KIDS PLAY IT SAFE !



It's smart to play it safe with "Popsicle"



all the time
...everywhere!

Kids! For a FREE Giant Gift List, write to: "POPSICLE," Box #550, New York 46, N. Y.

© 1963 Joe Lowe Corporation, New York 1, N. Y.

PASTE THREE RED "SICLE" BALLS HERE

"Popsicle," P.O. Box 51, New York 46, N. Y.
Please make me a member of the "Popsicle" Safety Club. I enclose 10c in coin to cover mailing and handling of Club material.

Name _____

Address _____ Age _____

City _____ State _____

**ALL THE
NEWS
THAT FITS
WE PRINT**

Archie Club News

**SEND IN
YOUR REPORTS
AND WIN
CASH PRIZES**

MEMBERSHIP—FIFTEEN CENTS

FIRST PRIZE — \$5.00

SECOND PRIZE — \$3.00

**REPORTER
DAVID ROBINSON
29 Penbrook Lane
West Warwick, R. I.**

**REPORTER
GAIL STORRS
8500 Petticoat Hill Road
Vancouver, Wash.**

MY TRIP TO MINNESOTA

Last summer, on July 1st, our family went on a trip to Minnesota.

We started out very early in the morning; 6:00 A.M. I was so excited, I didn't know what to do first.

It took us a full day to get to Letchworth State Park. A couple of us kids didn't feel too good because we spent so much time in the car.

When we arrived at Letchworth, we pitched our tent, and went to look at the Grand Canyon of the East. It was a very beautiful sight.

The next day, we left for Lakeport State Park. Just before we came to it, we took a little train and went around Niagara Falls. We stopped at the Horseshoe Falls. The train took us on the "Three Sisters Island", and "Goat's Island". It was very exciting.

When we went on our way, we stayed at Port Huron, Michigan, for a couple of days. We went swimming there.

Later on, we camped at Rapid River, Michigan. We swam there, too.

Finally, we reached Minnesota, and everybody was as excited and happy to see us, as we were to see them.

I had a wonderful, wonderful time.

THE COLUMBUS DAY STORM

The wind started blowing, hard, late in the afternoon. By 5:30, the wind was blowing full force, accompanied by rain, and the electricity went off.

I live on a hill with just a few trees. From the basement, where we slept that night, I could see our birch trees bending in the wind. The tops of the trees were almost touching the ground. None of our trees fell, but our neighbor lost 43 Douglass Firs.

Before we went to bed, we stood by the window and watched the lights go out in Portland, Oregon, across the river. The wind blew the waves on the Columbia River up in the air like big, white curtains, and carried the spray across to the other side.

It was all very frightening, but beautiful to watch, at the same time. Still, I'm very glad it's over.

THIRD PRIZE — \$2.00

**REPORTER
BARBARA PALESE
40 Adelaide Street
Floral Park, N. Y.**

A FUNNY THING HAPPENED . . .

One afternoon, my sister was riding home from her friend's house, on her bike.



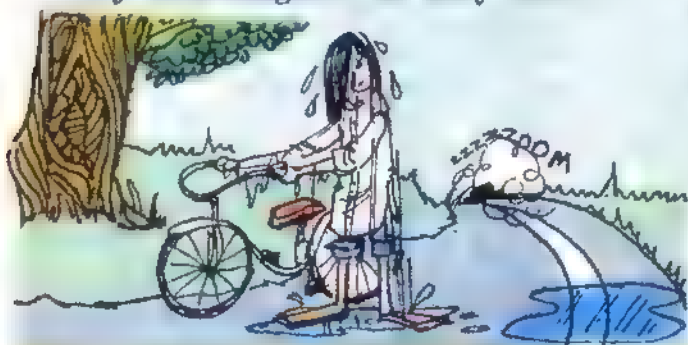
She was riding in the road, when suddenly, a car came through a big puddle of water near the road. My sister was soaked.

She walked into a nearby candy store to get something, and was noticed by a woman making a purchase there.

"Oh, my goodness!" the woman shrieked. "It's raining, and I've forgotten my umbrella. What shall I do, what shall I do?"

She looked very worried, and began pacing the floor (she was wearing a big hat, with flowers) until my sister interrupted her, and told her what had happened.

They both laughed 'till they cried.



FOURTH PRIZE — \$1.00

REPORTER

KATHLEEN CORBI

4597 "G" Street
Philadelphia, Pa.

Archie: If a buttercup is yellow what color is a hiccup?

Moose: Burple.

* * *

Moose: Look at this sandwich—sardines, cheese, pickle, with cherry juice and salami.

Betty: Why don't you tell your mother not to make you such a mess?

Moose: It wouldn't do any good, I made this sandwich myself.

* * *

Betty: That's a pretty dress.

Veronica: Thank you. I only wear it to teas.

Betty: WHOM?

If you want to be an ARCHIE CLUB MEMBER eligible to win all these CASH PRIZES,

Archie Club

THIS IS TO CERTIFY THAT



P
R
E
S
S

SIGNATURE OF MEMBER
IS A MEMBER IN GOOD STANDING OF THE ARCHIE CLUB AND IS ENTITLED TO BE A REPORTER OF ALL TEEN AGE NEWS AND EVENTS FOR THE ARCHIE GROUP OF COMIC MAGAZINES

Archie Andrews
PRESIDENT

not to mention a BIG BYLINE in a top-notch comic magazine, then just fill out the coupon below and mail it along with 15¢ in coin to cover cost of mailing and handling. Here's what you get by joining the ARCHIE CLUB as an official reporter. You get a dressy OFFICIAL ARCHIE CLUB BUTTON, and snappy PRESS CARD. This will make you a real reporter.



Every member gets this official press card and beautiful 4 color button

ARCHIE CLUB:

241 Church St., New York 13, N. Y.

Dear Archie: Please enroll me as a member of the Archie Club and send me a button and press card by return mail. I enclose 15c in coin to cover the cost of mailing and handling. Send to:

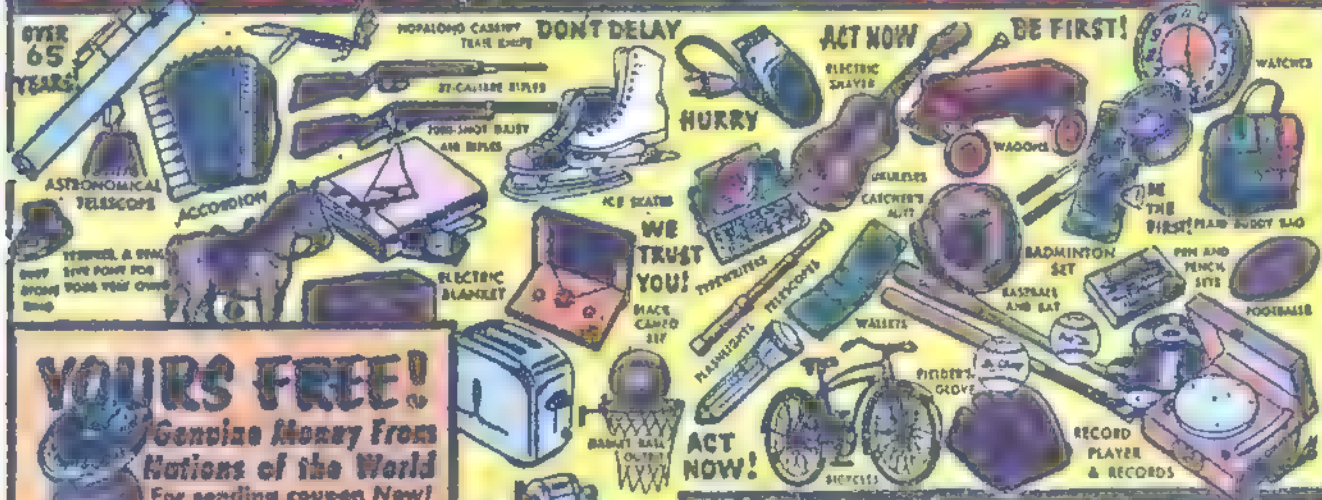
NAME _____ AGE _____

(PLEASE PRINT PLAINLY)

ADDRESS _____

CITY _____ STATE _____

GIVEN! PREMIUMS or CASH GIVEN!



YOURS FREE!

Genuine Money From Nations of the World For sending coupon Now!

100 FOREIGN COINS

From such countries as:



Start your own coin collection! JUST MAIL COUPON!

WILSON CHEMICAL CO.
DEPT. 140-3, TYRONE, PA.

MAIL COUPON - Foreign Coins Sent Free!

Wilson Chemical Co.

Dept. 140-3, Tyrone, Pa.

Date _____

Gentlemen: Please send me on trial \$2 packages of White CLOVERINE Brand SALVE to sell at 50c a package. I will remit amount asked within 30 days, select a Premium or keep Cash Commission as explained under Premium wanted in catalog sent with order, postage paid to start. Be sure to send MY FREE FOREIGN COIN COLLECTION.

Age _____

St. _____ R.D. _____ Box _____

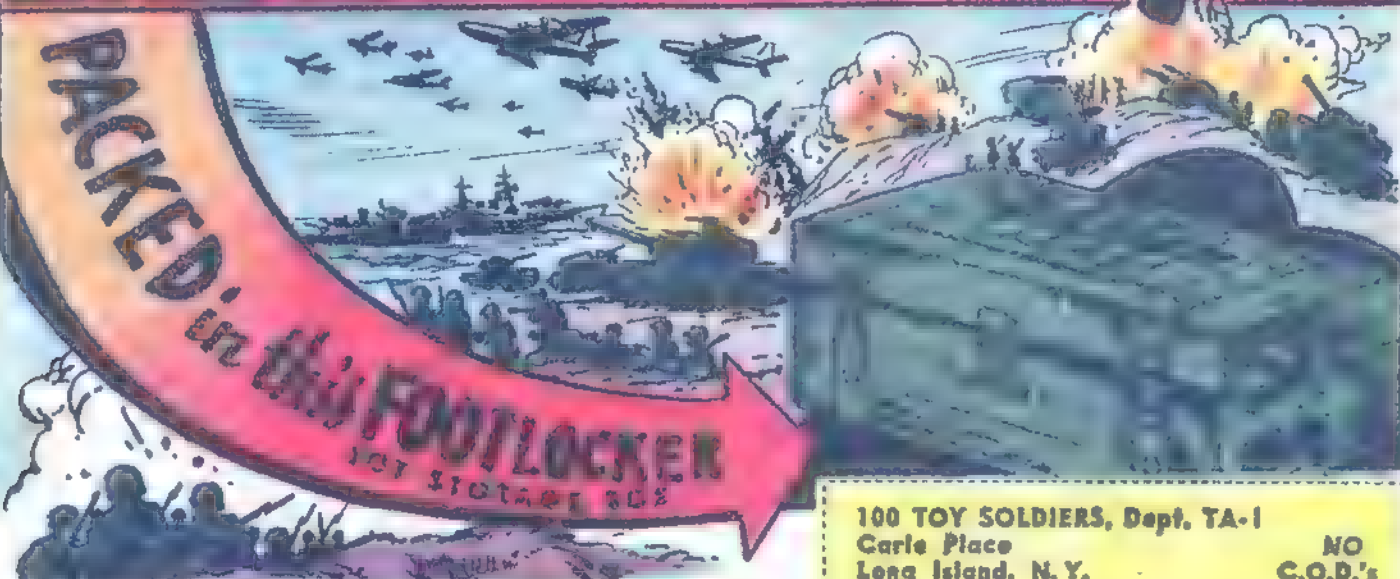
Town _____ Zone _____ State _____

PRINT LAST NAME HERE _____

Paste coupon on postal card or mail in envelope today

100 TOY SOLDIERS / 25

MADE OF DURABLE PLASTIC, EACH ON ITS OWN BASE, WEIGHING UP TO 4 1/2 LB.



EACH FOOTLOCKER CONTAINS:

- | | | |
|---------------|------------------|--------------|
| 4 Tanks | 8 Machinegunners | 4 Bombers |
| 4 Jeeps | 8 Sharpshooters | 4 Trucks |
| 4 Battleships | 4 Infantrymen | 8 Jet Planes |
| 4 Cruisers | 8 Officers | 8 Cannon |
| 4 Sailors | 8 Waves | 4 Bazookamen |
| 4 Riflemen | 8 Wacs | 4 Marksmen |

100 TOY SOLDIERS, Dept. TA-1

Carle Place
Long Island, N.Y.
Carle Place

NO
C.O.D.'s
NO

HERE'S MY \$1.25!

Resh the TOY SOLDIERS TO ME!

Name _____

Address _____

City _____ State _____

JUGHEAD

"DO OR DIET"

HI, REGGIE!

WHAT SAY, REG?

HUH?

WHAT'S WITH THE WELCOME COMMITTEE BIT ALL OF A SUDDEN? HOW COME WE'RE LIKE PALSY WALSLEY?

BECAUSE TODAY'S LIKE THE DAY YOU GET YOUR FABULOUS ALLOWANCE!

SO..BEING AS HOW WE WANT TO BE REAL FRIENDLY LIKE, WE'RE GOING TO LET YOU SHARE YOUR GOOD FORTUNE ...

AND BUY US A COUPLE OF 'BURGERS AT POP TATE'S!

I MIGHT HAVE KNOWN!

HOW CAN I DENY TWO SUCH CHARMING CHISELERS? OKAY! LET'S GO!

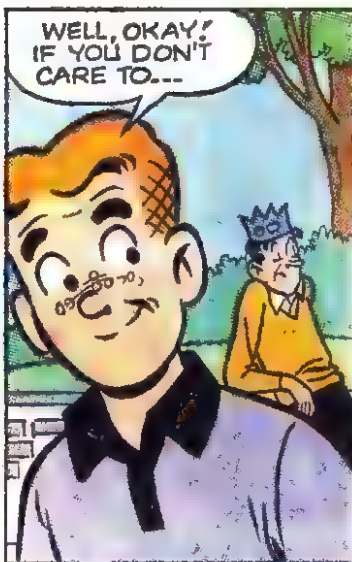


HEY, JUG! FREE 'BURGERS! ON REGGIE!

SORRY! I'M NOT INTERESTED!



WELL, OKAY! IF YOU DON'T CARE TO---



O-DID YOU SAY Y-YOU WEREN'T INTERESTED?

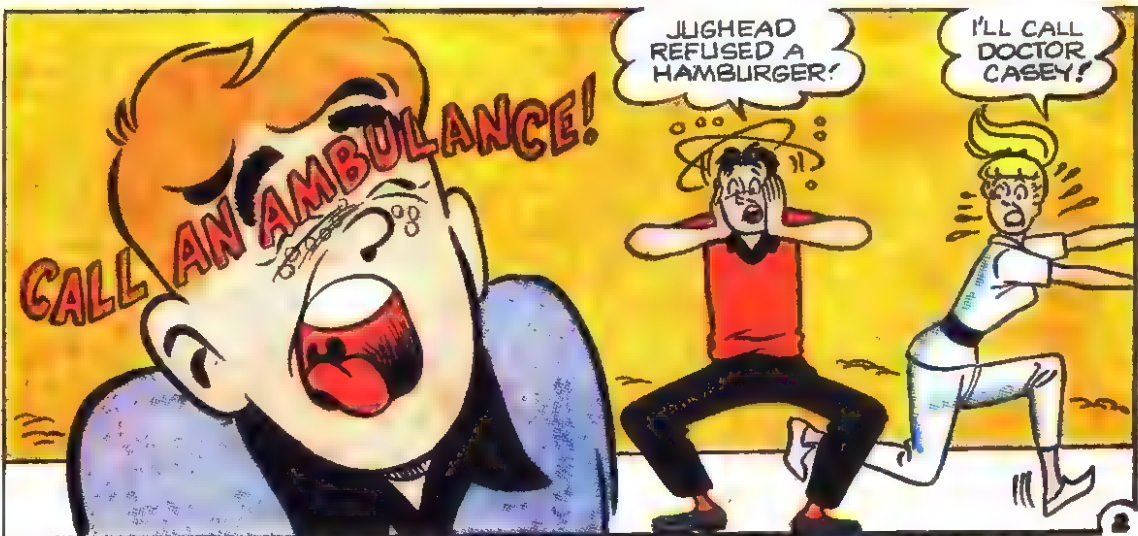
YOU HEARD ME, ARCH! NO GO!

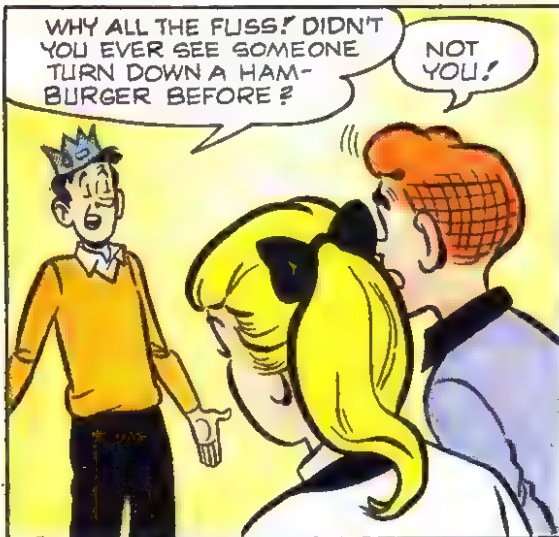


CALL AN AMBULANCE!

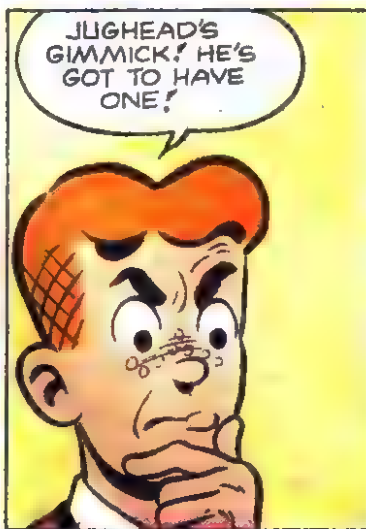
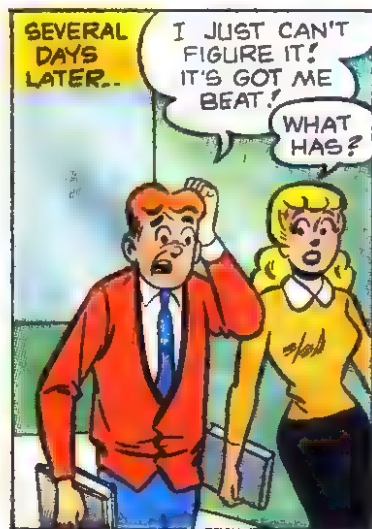
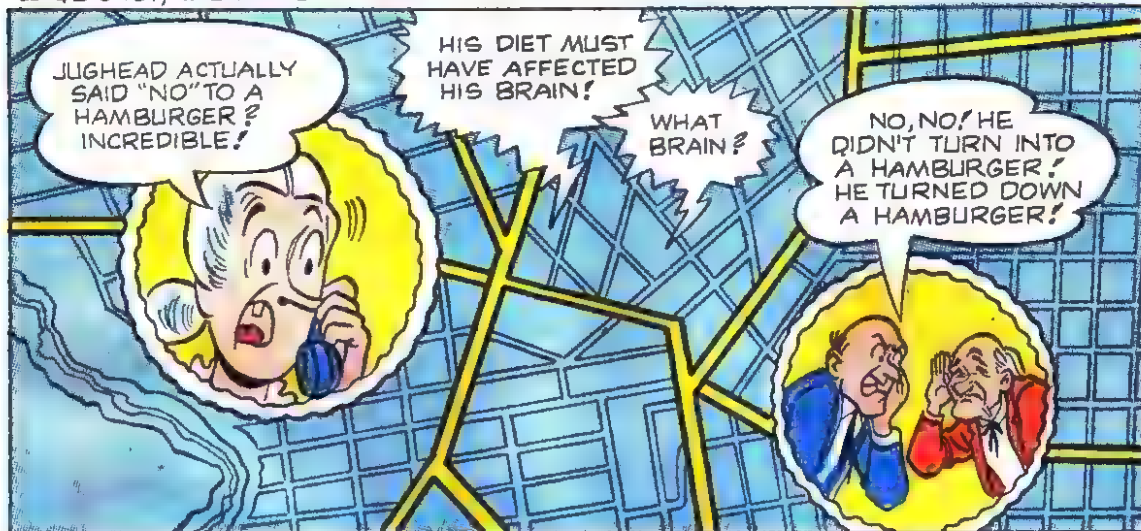
JUGHEAD REFUSED A HAMBURGER!

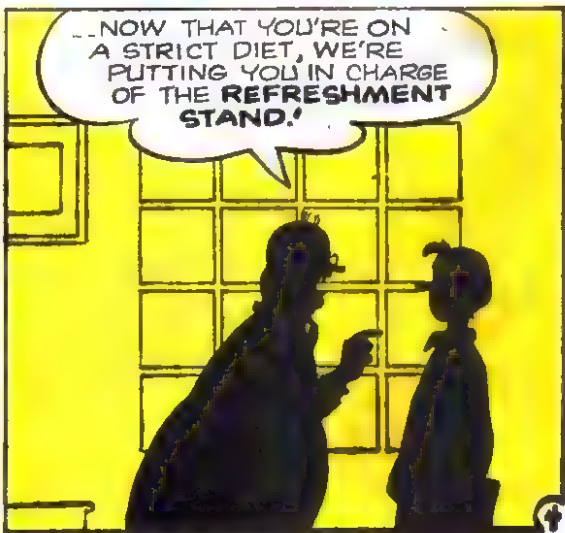
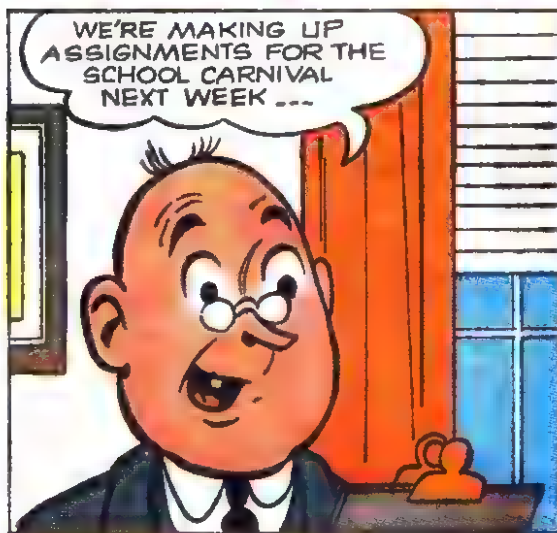
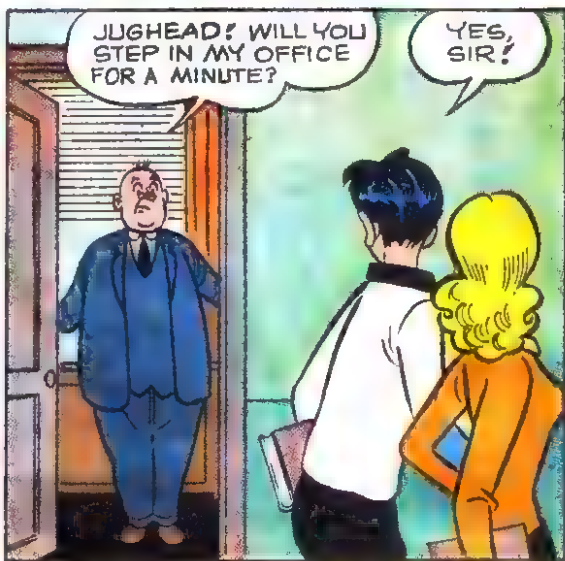
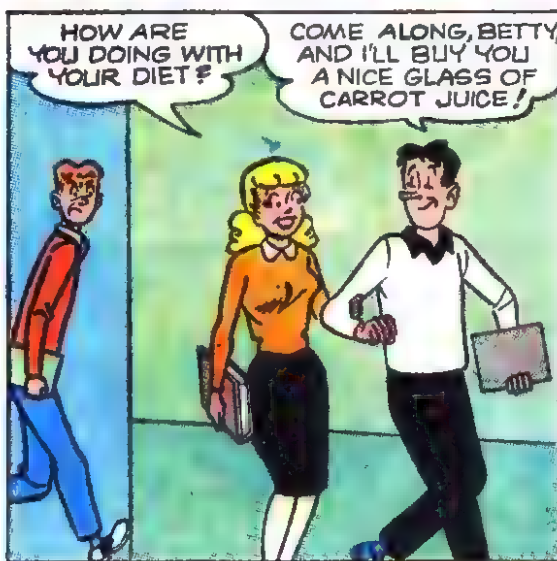
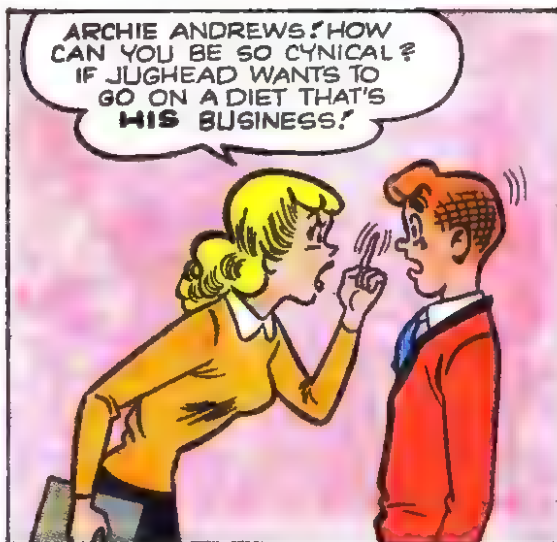
I'LL CALL DOCTOR CASEY!



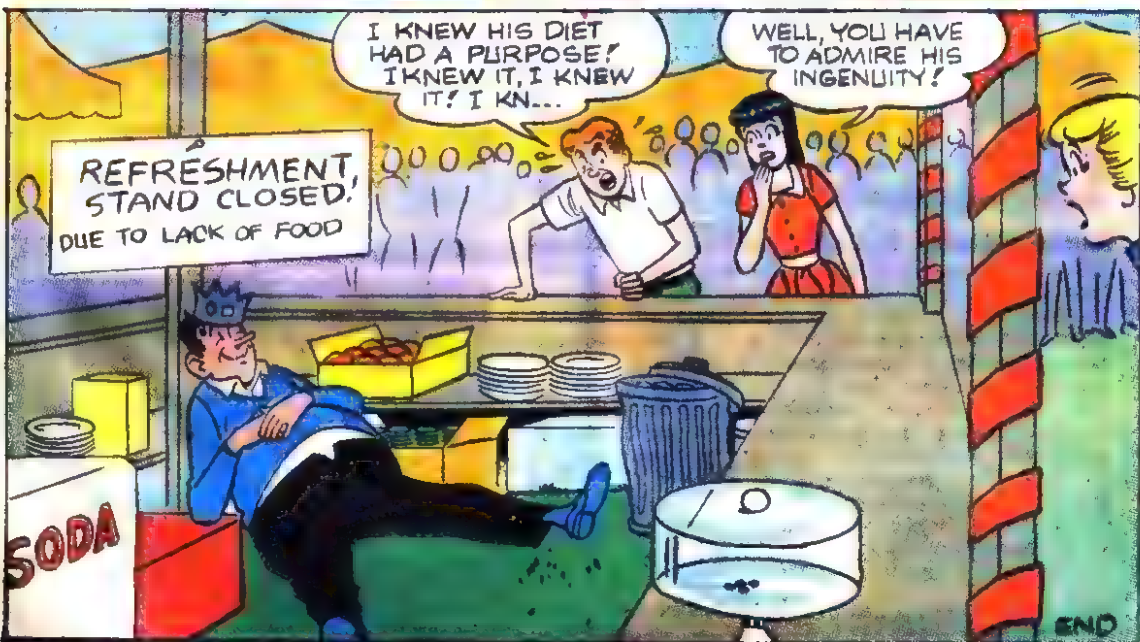
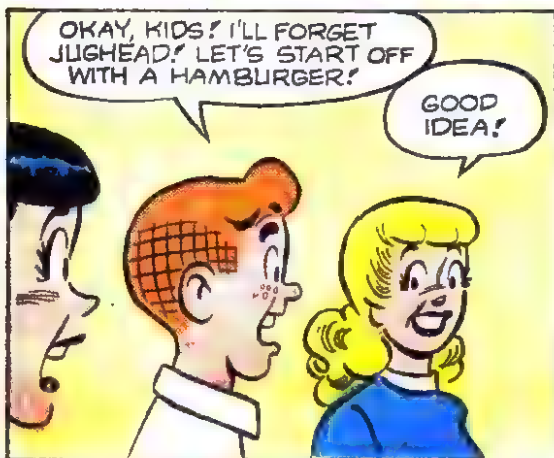


--- QUICKLY, THE NEWS SPREADS FROM ONE END OF RIVERDALE TO ANOTHER ---





CARNIVAL
DAY
ARRIVES
AT
LAST...



BOYS, GIRLS, MEN, WOMEN IF YOU KNOW JUST 20 PEOPLE...



**YOU CAN MAKE AT LEAST \$50⁰⁰ - MORE LIKELY
\$100⁰⁰ to \$200⁰⁰ IN YOUR SPARE TIME!**



Get These 2 Assortments ON APPROVAL

PARCHMENT SPLENDOR CHRISTMAS ASS'T
... 21 magnificent cards on luxurious Parchment Paper, enriched with gold bronzing and sparkling decorations. Sells on sight!
CHRISTMAS WONDERLAND ASS'T is a tremendous value! 21 beautiful, sparkling cards glowing and glistening with old-fashioned Christmas cheer!

Everyone You Know Needs Christmas Cards and Everyone Loves Wallace Brown Cards

Do you know 20 people? Of course you do! Add up a half-dozen relatives, perhaps 5 neighbors, the butcher, the baker, the milkman, the grocer, your dentist, several friends and other tradespeople—and you've probably got a lot more than 20. So what are you waiting for? These folks alone can bring you in at least \$50.00, probably \$100.00 to \$200.00 extra money in just a few hours spare time. And this is just a start! Almost everyone you know needs Christmas Cards, and when you show them the spectacular nationally famous 1963 Wallace Brown Line of Cards and Gift Items—it's love at first sight. They'll snap up 2,3,6 or more Christmas Card Boxes right on the spot. Keep up to 50¢ of every dollar you take in! This is the fun way to making money because it's so easy. We send you samples that do the selling for you. And, besides making money you'll save money on your own personal Christmas Cards, Gifts, Wrappings, etc. See for yourself without risking a penny. Mail coupon, you'll be glad you did!

GET FREE CATALOG, TOO! -Send Coupon Below

Be first in your neighborhood to cash in on this easy way to extra money with the 1963 Wallace Brown Line of Christmas Cards and Gift Items. Mail coupon this minute! You'll get 2 Christmas Card Assortments on approval. And FREE Samples of Name-Imprinted Personal Christmas Cards, Plus FREE full-color catalog showing lots more money-makers, including many Christmas Assortments, Everyday Greeting Card Assortments, Decorated Stationery, Gift Wrappings, Household Items, etc. Everything you need to start making money at once—and we show you how.



FREE

Samples of Popular-Priced,
Name-Imprinted **PERSONAL CHRISTMAS CARDS**

Thrill your friends and neighbors and make even MORE MONEY for yourself with exquisite, custom-designed NAME-IMPRINTED Christmas Cards at amazingly low prices. A large variety of exclusive, original designs for folks who want the finest quality in Personalized Christmas Cards at prices everybody can afford. They sell just by being shown. It's easy, too, because . . . we ship direct to your customers and we pay the postage. You have no bother, no trouble and no wasted time making deliveries. Send the coupon right away for your FREE Samples of the 4 Great New Lines of these fast-selling Personalized Christmas Cards!

ORGANIZATIONS:

Churches, clubs, veterans' auxiliaries, etc. can now add hundreds of dollars to their treasuries with these fast sellers. Give organization name on coupon for Fund-Raising Plan. Mail coupon NOW!

SEND NO MONEY

Paste Coupon on postcard or mail in envelope

WALLACE BROWN, INC., Dept. P-21
11 East 26th St., New York 10, N.Y.

Send 2 Christmas Card Assortments on approval, plus FREE Samples of Name-Imprinted Personal Christmas Cards, FREE full-color Catalog, and details of simple money-making plan.

Name _____

Address _____

City & Zone _____ State _____

If writing for an organization, give its name _____

Wallace Brown, Inc. 11 East 26th St., Dept. P-21
New York 10, New York

GET A
LUCKY PIECE... FREE
 WHEN YOU JOIN THE
ARCHIE COMIC BOOK CLUB!

THAT'S RIGHT! WHEN YOU
 JOIN THE **ARCHIE COMIC BOOK
 CLUB** YOU WILL GET 10 COMIC BOOKS
 FOR ONLY A DOLLAR AND ONE
 OF MY LUCKY PIECES... **FREE!**

ORIGIN OF THE LUCKY PIECE

Long before the American Revolution there lived in America a tribe of Indians known as the Keewanees. Many wars were fought between Indian tribes, and it is alleged that the Keewanees survived because of a lucky piece which was fashioned like a horseshoe. They truly believed that the lucky piece had mystical qualities which brought them luck and enabled them to defeat the enemy.

ALL YOU HAVE TO DO TO GET THE LUCKY PIECE IS TO JOIN THE CLUB AND SEND A DOLLAR FOR WHICH YOU WILL GET 10 CONSECUTIVE ISSUES OF ANY ONE OF THE ARCHIE SERIES LISTED BELOW. NOT ONLY DO YOU SAVE 20¢ ON EACH SERIES BUT YOU ALSO GET A KEEWANEE LUCKY PIECE FREE WITH EACH DOLLAR ORDER. CHECK OFF BELOW EXACTLY WHAT YOU WANT SENDING IN ONE DOLLAR FOR EACH OF THE BOOKS.

TO GET **YOUR**
 KEEWANEE LUCKY
 PIECE SIMPLY
 CHOOSE YOUR
 FAVORITES FROM
 THE GREATEST
 BARGAIN LIST IN
 TEENAGE COMICS!
...ORDER NOW!

**ARCHIE COMIC BOOK CLUB, Room 603
 241 Church Street, New York 13, N. Y.**

Gentlemen: Enclosed please find \$1.00 for each comic book checked (\$1.25 in Canada or foreign) for which you will send me the next ten issues of each comic book checked below plus a FREE KEEWANEE LUCKY PIECE with each dollar order.

AMOUNT ENCLOSED \$.....

☐ ARCHIE
☐ PEP
☐ LAUGH
☐ JUGHEAD

☐ BETTY & VERONICA
☐ ARCHIE'S JOKE BOOK
☐ LIFE WITH ARCHIE
☐ ARCHIE'S MAD HOUSE

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....

Please print clearly

GIVE ME JUST ONE EVENING and I'LL TEACH YOU TO HYPNOTIZE EASILY!



**Hypnotize others quickly, safely---perform
any known HYPNOTIC FEAT with EASE!
Amaze friends-Exert your Hypnotic Power
over others - Be POPULAR and WANTED!**

YES, it's true! You can hypnotize easily so QUICKLY and simply you'll be amazed! And it doesn't take special talents or long months of study. The very first day you receive this miracle GUIDE TO HYPNOTISM you'll be able to perform wonders that will astound everyone. It's that SIMPLE... WHEN YOU KNOW HOW.

Imagine the thrill of being able to EXERT YOUR POWER OVER OTHERS. You'll be the center of attraction at parties or work. You'll be able to make others do your bidding... perform and entertain with feats that have baffled millions for years. And you'll do these wonders with EASE. For Hypnotism is no longer a secret miracle of science but a POWER anyone can exert over another... when you know how!



25 MIRACLE LESSONS

- HOW TO HYPNOTIZE
New Simple Technique
- HOW TO AWAKEN SUBJECT
- THE POST-HYPNOTIC
SUGGESTION
How to make others do your bidding
after they are awakened; hypnotiz-
ing by telephone.
- HOW TO GAIN MAGNETIC
NEW PERSONALITY
- MESMERISM
Quick technique for hypnotizing.
- MAGNETIC HEALING
How to stop pain. Much surgery is
performed by Hypnotism.
- HOW TO HYPNOTIZE
FOR MONEY
- CURING BAD HABITS
End sleeplessness, stop smoking,
lose weight, etc.
- POWER OF SUGGESTION
- HYPNOTIZE YOURSELF
- MAGNETIC INFLUENCE
Control others.
- HYPNOTIZING CROWDS
- HOW TO ENTERTAIN
- MIND READING
- HYPNOTISM IN BUSINESS
and much, much more is covered!

SIMPLE SECRETS REVEALED AT LAST

For years the knowledge of how to produce hypnotic sleep has been so well guarded that only a few have mastered this art. But now the veil of secrecy has been lifted and the innermost SECRETS and techniques revealed for the first time. The fact is that Hypnotism is a scientific fact that anyone can learn. Once you know these secrets and methods you can bring about this strange and wonderful control that has only been used by doctors, psychiatrists and entertainers in the past. Yes, now this remarkable phenomena will be yours to use for pleasure, self-development and countless other benefits.

YOU CAN PERFORM ANY HYPNOTIC FEAT!

First, you must understand that what another person does with Hypnotism, you can also do. There isn't anything anyone has ever done with this art that you cannot do! YOU can make people cry, laugh, shout, stop smoking, recall childhood memories, act like an infant, make water taste like vinegar, get folks to sing, dance... do a 1001 things they would never do when not UNDER YOUR POWER. And the most amazing thing of all is --- HOW EASY IT IS TO DO!

SO EASY TO MASTER!

Here at last is the most perfect, complete and easily-learned course on Hypnotism ever written. In three short, simple chapters you learn the hidden secrets of Hypnotism and how to work this scientific miracle. No long, technical, mumbo-jumbo ex-

planations are given. The entire 25-lesson Guide to Hypnotism is written in plain, SIMPLE language that anyone can understand. After the third lesson you are able to begin performing countless techniques and powers clearly explained in the next 22 lessons. You'll learn how to cure bad habits in yourself and others, how to BUILD PERSONAL MAGNETISM, SLEEP without drugs, use Hypnotism to help STOP PAIN, stop smoking, BUILD WILL POWER, LOSE WEIGHT, IMPROVE YOUR MEMORY and so much more. And you'll learn how to MAKE MONEY with your new power by entertaining at parties, lodges, club meetings, etc. Truly, this knowledge will give you a NEW SURGE OF CONFIDENCE and POWER unlike any you have ever known!

ACT, FEEL AND BE A NEW PERSON!

How often have you wished that you could EXERT A MAGNETIC POWER and INFLUENCE OVER OTHERS? Get people to respond to your every command... win respect, admiration and envy from both men and women! Well, DREAM NO LONGER. It's all possible through the secret, magnetic power of Hypnotism. You'll not only be MASTER OVER OTHERS but also yourself. You can BUILD A STRONG, MAGNETIC PERSONALITY through Self-Hypnotism. You use Mesmerism to READ THE MINDS of others and Plant YOUR Thoughts in their minds. You can direct your self to ACCOMPLISH anything, as easily as you can command others. You have the power to accomplish your innermost dreams.

25 Fact-Packed LESSONS TELL ALL!

Never before has such a Complete and authentic course on Hypnotism been available at such a low price. Doctors and students have PAID hundreds of DOLLARS for personal instruction in Hypnotism, when obtainable. Knowledge such as this can be worth THOUSANDS of DOLLARS to the user over the years. Yet, due to printing economies, large press runs and also by the elimination of correspondence costs, the complete 25-Lesson Guide To HYPNOTISM is yours for only \$1.98. Yes, only \$1.98 for the COMPLETE COURSE bound in book form. Certainly a tiny investment for so much!

USE FOR 30 DAYS WITHOUT OBLIGATION!

PROVE to Yourself that YOU CAN HYPNOTIZE EASILY! Order the 25-Lesson Guide to Hypnotism today and put it to the test the very next evening. The first three chapters teach you the SECRET of Hypnotism and the 22 chapters that follow introduce you to many new WONDERS of this miraculous art. For the next 30 days as our guest, perform the WONDER of hypnotism among your friends, at home and at work. Then if you don't feel it's the GREATEST VALUE you have ever received for \$1.98... don't want you to keep it. Just mail it back and the small payment you sent will be PROMPTLY refunded--no questions asked. You have nothing to lose--amazing new POWERS TO GAIN! So order now!

CHECK HERE HYPNOTIC POWERS YOU WANT!

- ☐ INFLUENCE OTHERS
- ☐ SELF-HYPNOSIS
- ☐ CURE BAD HABITS
- ☐ LOSE WEIGHT
- ☐ STOP SMOKING
- ☐ PERFORM STUNTS, TRICKS
- ☐ DO MIND READING
- ☐ GAIN MAGNETIC PERSONALITY
- ☐ RELIEVE TENSION
- ☐ MAKE MONEY



MAIL NO-RISK FREE TRIAL COUPON!

PALMER-JONES PUBLISHERS, Dept. 210
285 Market Street, Newark, New Jersey

YES, Send me for 30-day HOME TRIAL the complete 25-Lesson GUIDE TO HYPNOTISM.

☐ I enclose \$1.98 - payment in full - which will be refunded to me if I am not 100% delighted.

Name

Address

City Zone State

☐ I agree that I will not use this power for other than proper use.

stories drawn by
SAMM SCHWARTZ

gag page (p. 11) by
BILL VIGODA

Li'l Jinx by JOE EDWARDS

CREDITS

